



Press release

15 Aug 2022

## Toy & Edu China, Baby & Stroller China and Licensing China open this week showcasing products from over 1,000 exhibitors

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**With online sourcing options supplementing the in-person fair, buyers from around the world are gearing up to source from a wide range of domestic and international exhibitors for toy, baby and licensing products at this week's Toy & Edu China, Baby & Stroller China and Licensing China. The three concurrent fairs will open their doors from 18 – 20 August 2022 at the Shenzhen World Exhibition & Convention Center.**

The opening comes amid some encouraging news for consumer spending in China, which saw a small rise between May and June amid government policy stimulus<sup>1</sup>. On the back of this uptick, the three fairs are set to welcome over 1,000 exhibitors across 130,000 sqm gross exhibition space at the venue. A number of well-known brands and companies have signed up to participate to showcase their latest products, including returning exhibitors such as HAPE, TY, Beijing Qisehua Educational Science Developing, the China Center for Aerospace Science and Technology International Communications, Beijing Zhongchuang Tourism & Culture (ZCTC) Culture Development, Yijianyuzhou (Beijing) Culture and many more.

With new products increasingly being introduced to fill gaps in the market, this year's fairs will feature an impressive variety of products. Adding to this, a number of new pavilions place a spotlight on some of the markets most in demand items. A special Hong Kong Pre-educational Toy Pavilion has been launched at Toy & Edu China this year, specifically featuring on-trend and innovative learning toys from Hong Kong. Meanwhile, alongside hundreds of other domestic suppliers, the Zhili's Children Fashion Pavilion returns to Baby & Stroller China this year. Following last year's success, the pavilion will be led by the China Chamber of Commerce for Import and Export of Textiles again, showcasing their newly-launched children's clothing in this featured zone.

### **Concurrent events highlight opportunities for growth and innovation**

The industry's hottest topics will be discussed during events held concurrently with the shows, allowing exhibitors and visitors to fully grasp

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<sup>1</sup> Xinhua: China's consumer spending on recovery curve amid policy support.  
<https://english.news.cn/20220712/48fce51b41724b868a3627fe3d4bc2a1/c.html>.

the latest insights and information related to the toy, baby and Licensing sectors. In particular, the event programme focuses on innovation, development and business cooperation in the Greater Bay Area. Highlights include:

#### Toy & Edu China and Baby & Stroller China

- The **Cross-border E-commerce Logistics Forum** and the **Toy Cross-border E-commerce Summit** will present effective international e-commerce solutions to interested parties.

#### Licensing China

- An **IP Mascots Parade** will be held during the first two show days, giving visitors a glance of the featured IP characters that the show's exhibitors carry.
- The **Greater Bay Area Brand Licensing Industry Development Forum**, will gather experts at roundtable forums to share their valuable thoughts and visions across different licensing topics.

#### **'E-connect 360' online platform to connect beyond boundaries**

For those who cannot visit the fairs in-person, fair organisers have launched a digital 'E-connect 360' platform, allowing global fairgoers to participate in the event and source online. They can search for desired products, and match and meet with potential business partners before, during and after the fairs digitally. They can also get the newest industry updates and insights through livestream feeds of seminars and conferences, which will be aired simultaneously via the platform.

Ms Wendy Wen, Managing Director of Messe Frankfurt (HK) Ltd says: "As there are different levels of travel restrictions in place in Shenzhen that prevents fairgoers visiting the physical show this week, we have offered a hybrid solution for companies and individuals to access the fair's resources remotely, allowing them to have an opportunity to do business and to keep up with the industry's trends and developments through the business matching programme, livestreamed concurrent conferences and fair tours."

Toy & Edu China, Baby & Stroller China and Licensing China are organised by Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd.

For more information, please visit:

- [Toy & Edu China](#)
- [Baby & Stroller China](#)
- [Licensing China](#)

**Notes to editors:**

**Download this press release:**

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Licensing China  
Shenzhen, China, 18 – 20 August 2022

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2022/SZTF22-PR7.html#download>

**Further press information and picture material:**

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press.html>

**Follow the fairs on social media:**

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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

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