



Press release

25 February 2022

Toy & Edu China, Baby & Stroller China and Licensing China moved to May 2022

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The three Shenzhen based shows, Toy & Edu China, Baby & Stroller China and Licensing China will now take place from 5 – 7 May 2022. The show dates have been pushed back from their original dates at the end of next month, in order to support pandemic containment efforts. The fairs will still take place at the Shenzhen World Exhibition & Convention Center.

SZTF22 postponement en

Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd commented: “As part of the effort to contain the spread of Covid-19, the local government has mobilised designated areas of the Shenzhen World Exhibition & Convention Center as a temporary resource and cross-border transportation facility, to assist with pandemic prevention efforts, with this arrangement expected to last for one month. During this time, the concerned areas of the venue will be enclosed and will only be reopened after thorough disinfection. Therefore, in order to align with the pandemic containment and prevention efforts and to safeguard the health and safety of fairgoers, the organisers have decided to delay the three shows until 5 – 7 May. We’d like to express our thanks to all participants for their continued understanding and support. And we very much look forward to hosting the fairs later in the year, when it is safe and possible to do so.”

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:

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

Further press information and picture material:

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

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Follow the fairs on social media:

<https://www.facebook.com/SZToyFair/>

<https://twitter.com/SZToyFair>

<https://www.linkedin.com/in/sztoyfair/>

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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

* Preliminary figures for 2021

Toy & Edu China
Baby & Stroller China
Licensing China
Shenzhen, China, 5 – 7 May 2022