



Press release

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## Toy & Edu China, Baby & Stroller China and Licensing China back in the game with 70,836 visitors

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**A 40% increase in visitor numbers compared to the 2022 editions has underscored a productive return to business for the three concurrent fairs, which successfully concluded on 9 April after a three day run at the Shenzhen World Exhibition and Convention Center. Taking place not long after the ease of China's travel restrictions, the three fair's attracted participants from all over the world to meet with over 1,400 exhibitors from six countries and regions onsite, once again reflecting the leading position that these fairs occupy in their respective industries.**

The global market volume for the toy and baby segment is projected to reach USD 118.2 billion this year, with almost half of this revenue generated in China<sup>1</sup>. Against this backdrop, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, shared her thoughts on the returning shows held in close proximity to the manufacturing hub in the heart of the Greater Bay Area: "We were thrilled to see a lot of busy traffic within the four halls throughout the three days. It was delightful to see exhibitors and buyers having deep and productive conversations across the 130,000 sqm fairground. This confirms that the respective industries are finally back in business and eager for more face-to-face communication opportunities after being affected by the pandemic over the past few years."

Besides the determined buyers arriving from local Chinese regions, Ms Shea also noticed a sizeable contingent of overseas participants when she was strolling down the alleys. "It was so important to see players from different countries returning to the fairs. This definitely brought more dynamic business interactions to the fairground."

### **Toy & Edu China: fun for every age**

With exhibitor booths covering all four halls, the 35<sup>th</sup> edition of Toy & Edu China displayed the latest entertainment and educational toys designed for everyone from infants to adults, attracting many buyers to request on the spot quotations from exhibitors including Colorato, Everite, Hape, MIC-O-MIC, Theo Klein, TY and many more. Specialists in educational toys were among the many optimistic exhibitors who were particularly

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<sup>1</sup> Statista: Toys & Baby – Worldwide. <https://www.statista.com/outlook/dmo/ecommerce/toys-hobby-div/toys-baby/worldwide>

pleased about the momentum in the Chinese market:

“Our STEAM products are geared primarily for the domestic market, and as Chinese parents are now willing to spend more on high quality educational toys for their children, the outlook for this sector will continue to improve. Given the challenges the industry faces with limited availability of information and news, we're keen to leverage this business platform for resource sharing and to stay apprised of current market trends. It also helps us connect with the right sales channels and meet new and returning customers face-to-face.”

***Ms Annie Zhang, Senior Sales Manager, Gifted Minds (Shanghai) Co Ltd, Hong Kong, China (German brand MIC-O-MIC)***

### **Baby & Stroller China: the key to easier parenting**

Located in hall 17, the fair, now in its 14<sup>th</sup> edition, provided a one-stop platform for buyers looking for a full range of parenting innovations. Buyers could source across affordable price points from leading exhibitors such as Babybean, BAOBAOHAO, Road Mate and more while many exhibitors praised the fair for its strategic location:

“We joined Baby & Stroller China this year to increase our brand exposure, as well as to meet with new and old clients alike. This is the first time we exhibited in the show since the pandemic, and the results have been very encouraging. The visitor flow in the hall was overwhelming, and due to the excellent location of the fair, the show connected us with qualified buyers from Hong Kong. International trade is recovering, but in general, the domestic market has seen a faster recovery.”

***Mr Summer Xia, Brand Director, New Time Technology Ltd, China***

### **Licensing China: helping merchandise stand out through IP**

The Chinese IP licensing market, as measured by retail value, is projected to reach USD 22.7 billion in 2024<sup>2</sup>. Thanks to the booming industry, Licensing China, formerly a special pavilion under the Toy show, has grown into an individual trade fair in its own right, occupying a significant space in hall 16 after just four years. This impressive rise demonstrates the strong potential for the fair to become a leading new event for this fast growing industry. The maturity of the show is reflected through the increasing number of exhibitors which are becoming more and more diverse: overseas brands such as L.O.L. SURPRISE!, Milo, Pororo the Little Penguin and Sesame Street exhibited this year, while domestic IP brands including DUCKYO FRIENDS and Alexander the Fat Tiger have also joined the game. Here are some thoughts from an overseas Licensing China exhibitor:

“We met many Chinese buyers who were eager to connect with us again after the pandemic and showed great interest in our licensed products. Chinese consumers have become more aware about IP products and we've noticed more customers asking if we developed our own IP goods

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<sup>2</sup> Statista: Market size of the intellectual property (IP) industry in China from 2015 to 2019 with forecasts until 2024. <https://www.statista.com/statistics/1271330/china-market-size-of-pop-toy-industry/>

compared to a few years ago. Yesterday, we received many serious enquiries including two customers wanting to place orders with us. And as the fair is held together with the Toy and Baby product fairs, we also met with customers from these two sectors too.”

***Ms Jong-Sook Oh, CEO, TB Media Content Co Ltd, Korea (Korean IP pavilion led by KOCLA)***

### **Extensive and efficient one-stop sourcing**

With a range of special pavilions and product zones designated at the three fairs, buyers including regional and overseas delegations were able to source among the best in the industry at this comprehensive platform:

“This is our first time visiting the concurrent fairs and we have a group of 10 companies joining the delegation. The industry has changed after three years of the pandemic, so it is a must for us to come and see the latest industry developments, as well as to feel and touch the products instead of sourcing only through photos. We have also talked to business counterparts and gained insights into changes to different country policies that are related to the baby and toy businesses. So overall I think the fair is very important to the industry to converge related suppliers and buyers in one place. We are happy to return next year.”

***Mr Sutjadi Lukas, President, Asosiasi Mainan Indonesia, Indonesia (buyer delegation)***

“Our company is from Malaysia and this is my first time back to Toy & Edu China since the pandemic started. The fair is well-organised and it has been very efficient for me this morning as I already placed some orders with a few educational product suppliers. We supply to many educational institutions, and it’s really important for us that China has reopened its borders, as we can now easily travel here and physically source for new and trending products for our customers.”

***Mr Lee Teck Tan, Executive Director, Kids Station Marketing Sdn Bhd, Malaysia***

### **Learning from the experts**

Apart from the exhibition areas, the fringe programme gave participants well-rounded insights and cross-sector discussions on popular topics. This is what event participants thought about the programme:

“This is my third time participating in this forum and today's topic is about how the fashion industry can work more closely with IP owners. There is strong demand for IP co-branding in the fashion industry, and as a fashion retail consultant, it is important for me to understand the newest trends in the industry and how they can be applied for my clients. The industry data and marketing case studies mentioned at the forum by the leaders of Licensing International, as well as other well-known Chinese IP owners cannot be gained through booth visits alone.”

***Ms Mei Li, fashion industry consultant (speaker at the Greater Bay Area Brand Licensing Industry Development Forum 2023)***

“Our company specialises in the R&D and the production of toys, with a focus on STEAM toys in recent years. During this forum, we received

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valuable feedback and insights from many educational institutions on the practical application of STEAM toys. This gives us great inspiration for our own toy design process, and it's very beneficial for us to receive first-hand information directly from professional educators."

**Mr Xiangyu Shen, Product Manager, Zhejiang Top Teaching Holding Group Co Ltd (attendee of the STEAM Products and Education Innovation Forum 2023)**

Looking forward, following the success of this edition, Toy & Edu China, Baby & Stroller China and Licensing China have announced another full return once again at the same venue in early April 2024. The fairs are organised by the 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:**

#### **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:**

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

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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. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key 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. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability). 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)

\* Preliminary figures for 2022

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