

## Where is Shenzhen?

The city is located in the southern area of the Guangdong Province, on the eastern shore of the Pearl River Delta. Neighbouring the Pearl River Delta and Hong Kong, Shenzhen's location gives it a geographical advantage for economic development. It can be easily accessed from Hong Kong, Guangzhou and nearby cities.

Tap into the next generation of toy trends in Shenzhen: tech-centric toys and gadgets, such as STEAM toys, robots and AI/AR toys. Shenzhen is a leading global technology hub, which attracts tech graduates and global corporations with innovative ideas and R&D.

## Why should you source from Shenshen?

### Close to the "toymakers centre" – Dongguan

More than half of these toymakers are located in Dongguan, making it the world's largest toy manufacturing city. In recent years, Dongguan has added more than 500 toy manufacturers each year on average. Shenzhen is a convenient base for visiting these OEM / OED manufacturers.

### UNESCO City of Design

Shenzhen has earned the status of UNESCO City of Design. It is also China's creative capital which provides a great platform to showcase innovative designs and technologies for toys.

### The Greater Bay Area opens doors to different opportunities

Shenzhen, Hong Kong, Macau, and Guangzhou are the four key cities of the Greater Bay Area and the core engines for regional development. It is anticipated that large foreign capital inflows, related policies and development will be found in Shenzhen. Travellers visiting this exciting city can also easily make trips to Hong Kong, Macao and Guangzhou, or schedule a factory visit in the Guangdong province, which is only a stone's throw away.

## Tips for your trip

### Hotel

Book your accommodation through our website for the best rates available. Overseas visitors have the chance to enjoy free accommodation if registered before 10 January.

### Transportation

#### From Shenzhen

#### By air – from Shenzhen Bao'an International Airport

Taxi: RMB 60 (around 46 mins)  
Metro: Fuyong station (line 11) is only 3.5 km away from the venue; shuttle buses from the station to the venue will be arranged. A taxi journey from Fuyong station to the venue will be around 20 mins (approx. RMB 25).

#### By train – from Shenzhen North Railway Station

Dozens of high-speed trains per day shuttle between Shenzhen's Futian and North stations, Guangzhou South and Hong Kong West Kowloon rail terminus. You can take a taxi or shuttle bus from Shenzhen North Railway station to the venue in 1 hour and 10 mins (approx. RMB 120).

#### By ferry – from Fuyong Port

Fuyong Port is the closest port to the venue which provides a scheduled ferry service between Hong Kong International Airport and Macao. The duration is around 1 to 1.5 hours. You can take a taxi or shuttle bus to the venue in 46 mins (approx. RMB 50).

#### By shuttle bus – Tangwei station

Round trip shuttle services are available from nearby Tangwei metro station.

#### From Hong Kong

#### By MTR train + shuttle bus (from Hong Kong city centre)

Take the MTR to Lok Ma Chau station on the East Rail line and then walk to the Futian checkpoint to go through immigration and customs. Take the shuttle bus or taxi to the venue. The time will be around 1 hour (approx. RMB 130) from the Futian checkpoint to the venue.

#### By ferry – from Hong Kong airport

There is a scheduled ferry service from Hong Kong International Airport to Fuyong Ferry pier. The one-way fare is HKD 235 and takes approx. 45 mins. Please refer to Turbojet for the latest schedule.

## Fair facts

### Date

6 – 8 March 2020 (Fri – Sun)

### Time

6 – 7 March, 09:00 – 17:00  
8 March: 09:00 – 15:00 (open to public from 12:00)

### Venue

Shenzhen World Exhibition and Convention Center (SWECC)

### Admission

Free-of-charge. For trade visitors only.  
Persons under 18 will not be admitted.

### Organisers

Guangdong Toy Association  
Guangzhou Li Tong Messe Frankfurt Co Ltd  
Messe Frankfurt (HK) Ltd

### Website

[www.chinatoyfair.com](http://www.chinatoyfair.com)  
[www.chinababyfair.com](http://www.chinababyfair.com)  
[www.licensing-china.com](http://www.licensing-china.com)

## New venue



## Exclusive offer when you register today!



### Free hotel accommodation

Successful overseas pre-registrants can enjoy a free hotel stay.\*

LIMITED OFFER



### Business matching service

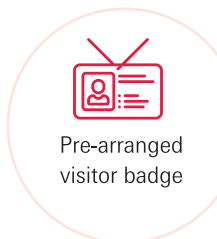
Enjoy FREE one-to-one meetings with pre-selected exhibitors.



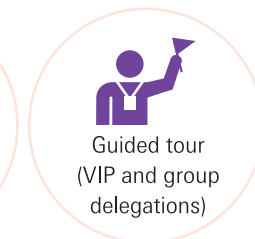
### Free interpreter service

Reserve your interpreter (English/Mandarin) to have a hassle-free sourcing experience.

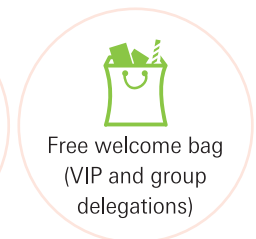
\*Each company can reserve one session a day (2 hours per session).



Pre-arranged visitor badge



Guided tour (VIP and group delegations)



Free welcome bag (VIP and group delegations)

## Ready to visit?



toy&edu  
CHINA

[www.chinatoyfair.com/vor](http://www.chinatoyfair.com/vor)



baby & stroller  
CHINA

[www.chinababyfair.com/vor](http://www.chinababyfair.com/vor)



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CHINA

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## Enquiries

### Messe Frankfurt (HK) Ltd

Ms Peony Yu  
35/F, China Resources Building, 26 Harbour Road, Wanchai, Hong Kong  
Tel: +852 2238 9932 Fax: +852 2598 8771  
[peony.yu@hongkong.messefrankfurt.com](mailto:peony.yu@hongkong.messefrankfurt.com)

\* Terms and conditions apply, visit our website for details.



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CHINA



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6 – 8 March 2020

Shenzhen World Exhibition & Convention Center

We're moving!



New name, venue, date and fair – a brand new start for this must-visit industry event!



Starting from the 2020 edition, **Toy & Edu China**, **Baby & Stroller China** and the new **Licensing China** fair will be relocated to the **Shenzhen World Exhibition & Convention Center** from **6 – 8 March 2020**, a new venue with more exhibition space and opportunities.

**Top reasons to visit**

- The first toy and baby product trade event to kick off the sourcing season in South China
- Direct contact with over 1,100 suppliers
- Opportunity to initiate new business relations with well-established leading companies and startups
- New concurrent Licensing China fair will create new buying channels and business opportunities

**Show updates**

**New venue, new date**

The fairs are moving to the newly-built Shenzhen World Exhibition & Convention Center, which is the largest exhibition venue in the world. The new date, from 6 – 8 March, will give you new ideas at the beginning of the sourcing season.



**Licensing China: a new concurrent fair**

Following the strong development of the Animation & Character Licensing Zone, Licensing China will be launched in 2020 to meet booming demand for character merchandising in China and further afield.

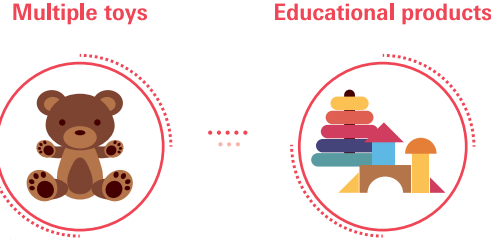


**International Zone**

The International Zone has been upgraded to a larger scale, to provide more space for creativity. Overseas brands are ambitious to showcase their most innovative products and bring new ideas to the fair.

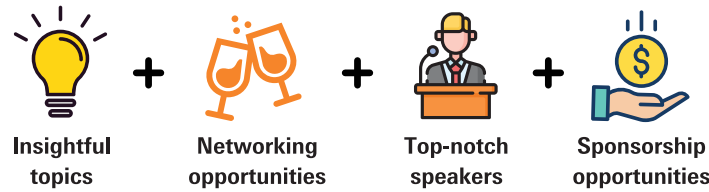


**Product groups**



**Highlights**

- Wide range of products and options for order flexibility (e.g. small MOQ)
- Reflect market demands on educational toys and supplies
- Learn the latest market insights at the World of Play Summit



**Participating brands in 2019**



**Product groups**



**Product groups**



**Highlights**

- Well selected baby products and brands that cater to your sourcing needs
- Learn about up and coming market trends



**Participating brands in 2019**



**Product groups**



**Highlights**

- Animated character licensing
- Licensed products
- Culture & art licensing
- Brand licensing
- Sporting licensing
- Upgrade and transform your business by attending our licensing seminar and workshop
- Explore China and Asia's fast-growing licensing market
- Meet licensing industry players from China and Southeast Asia



**Licensors you can find**



**2019 fairs at a glance**

**Largest** toy and baby product fairs in Southern China  
 1,162 exhibitors from 9 countries and regions

60,508 visitors from 66 countries and regions  
 Covered 100,000 sqm exhibition space

**TOY TALKS** Toy Talks Forum featured top-notch industry experts

