



toy & edu
CHINA

Toy & Edu China 2021 – The 33rd Shenzhen International Toy & Education Fair

Fair Date	30 Mar – 1 April, 2021	
Location	Shenzhen World Exhibition & Convention Center No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China	
Exhibition Space	140,000 sqm (2020, including Baby & Stroller China and Licensing China)	
Exhibitors	1,321 (2020, including Baby & Stroller China and Licensing China) from 8 countries / regions	
Visitors	61,553 (2020, including Baby & Stroller China and Licensing China)	
Product Groups	Multiple toys Electronic toys Wooden and paper toys Doll, plush and soft stuffed toys Construction sets and blocks Inflatable toys Outdoor & sporting goods Cycling toys Hi-tech toys Models and miniatures creative & craftwork Musical toys	Educational products Pre-school educational products Pre-school electronic products Pre-school Amusement play-sets Educational toys STEM/STEAM tools Teaching aids Kindergarten equipment and supplies Special Education Needs (SEN) tools Books & publication
Participation Fee	Standard Booth: RMB 1,650 / sqm (min 9sqm) Raw Space: RMB 1,260 / sqm. (min. 36 sqm.) (Additional Fee: 10% additional fee for corner booth)	
Special Zone	International Zone	
Fringe Programme	World of Play Summit Business matching E-connect 360 : digital marketing service	
Visitor admission Fee	Free-of-charge. For trade visitors only. Persons under 18 will not be admitted. *Open to public on the last day	
Organiser	Guangdong Toy Association Guangzhou Li Tong Messe Frankfurt Co Ltd Messe Frankfurt (HK) Ltd	
Contact	Messe Frankfurt (HK) Ltd 35/F, China Resources Building, 26 Harbour Road, Wanchai, HONG KONG Tel.: (852) 2230 9237 Fax: (852) 2598 8771 www.chinatoyfair.com Contact: Mr. Lucan Ng, toy@hongkong.messefrankfurt.com	



Guangdong Toy Association



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