



toy&edu

CHINA



baby & stroller

CHINA



licensing

CHINA

Greater Bay, greater play

30.3 – 1.4.2021

Shenzhen World Exhibition &
Convention Center
(near the airport)



广东省玩具协会

Guangdong Toy Association



messe frankfurt

Guangzhou Li Tong Messe Frankfurt Co Ltd

Visit our shows to reconnect and get back on track!

The three concurrent shows, **Toy & Edu China**, **Baby & Stroller China** and **Licensing China** in 2020 marked a positive step for the resumption of in-person B2B events in China, and they will return to **Shenzhen World Exhibition & Convention Center** from **30 March – 1 April 2021**. The fairs will serve as an ideal platform to cater to the sourcing needs of buyers in China and overseas, especially after the supply chain disruptions caused by the worldwide COVID-19 pandemic.

Top reasons to visit

1 The largest toy, baby product and licensing fairs in South China

2 Direct contact with over 1,300 suppliers with options for order flexibility (e.g. small MOQ)

3 Concurrent events will provide networking opportunities and market insights

4 The first event to be held for the industry during China's major sourcing season after Lunar New Year

An integrated event, both online and onsite

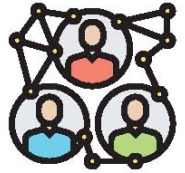
Physical event: favourable location to ensure a fruitful sourcing trip

As of 2020, the fairs have relocated from Guangzhou to the Shenzhen World Exhibition & Convention Center, the world's largest exhibition venue. The new location offers convenient transport links to international airports in Shenzhen and Hong Kong, and with more floor space, the fairs will accommodate a wider range of sourcing options.



Digital services: make business connections before and during the fairs

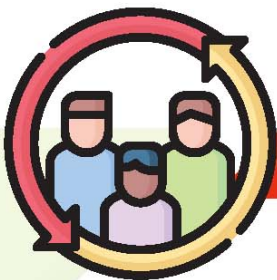
International travel remains limited amid the global pandemic. To help you meet your potential suppliers before and during the fairs, E-connect 360, a series of digital marketing services has been launched, providing you with opportunities to expand your sourcing network from the comfort of your home.



Visitor impression of the 2020 fairs



92% of visitors were satisfied with their visit to the fairs



75% of visitors plan to re-visit the 2021 fairs