

Fact sheet



 baby & stroller
CHINA

7 - 9.4.2023

SHENZHEN, CHINA

Fair Name	Baby & Stroller China 2023 – The 14th Shenzhen International Stroller, Mother & Baby Product Fair		
Fair date	7 - 9.4.2023		
Location	Shenzhen World Exhibition & Convention Center No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China		
Exhibition space	130,000 sqm (2022, including Toy & Edu China and Licensing China)		
Exhibitor	1,326 (2022, including Toy & Edu China and Licensing China)		
Visitor	50,437 (2022, including Toy & Edu China and Licensing China)		
Product groups	Strollers & ride-ons Baby strollers & accessories Baby Walkers Bicycles Car safety seats Powered ride-ons Scooters Tricycles Mother & baby care products Baby care products Baby feeding products Baby skincare and bath Products Baby oral care Baby diapers Baby wipes Maternity products Nursing/breast-feeding pads & accessories Maternity clothing	Home living & lifestyle for baby & kids Baby toy Baby cribs/beds & accessories Baby bed linen & accessories Baby safety gates Baby furniture Baby cutlery Home living Houseware Gifts Home textile	Baby and children fashion Baby bibs Baby clothing Baby footwear Baby accessories Baby food & healthcare products Baby food Baby nutritional supplements Baby juice Infant formula Others Media Associations
Participation fee	Standard booth:	RMB 1,650 / sqm (min 9sqm)	
	Raw space:	RMB 1,260 / sqm. (min. 36 sqm.)	
	Virtual exhibition package:	RMB 14,850/ 6 sqm	
	(Additional fee: 10% additional fee for corner booth)		
Special zone	Children's Clothing Special Zone		

Fringe programme Cross-border E-commerce Logistics Forum
Livestreaming of Mum, Parenting KOL
Onsite business matching service
E-connect 360 live platform

Visitor admission Free-of-charge. For trade visitors only. Persons under 16 will not be admitted.
Fee *Open to public on the last day

Contact **Messe Frankfurt (HK) Ltd**
35/F, China Resources Building, 26 Harbour Road, Wanchai, HONG KONG
Tel.: (852) 2230 9287
Fax: (852) 2598 8771
www.chinatoyfair.com
Mr. Clement Chan, baby@hongkong.messefrankfurt.com

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



Guangzhou Li Tong Messe Frankfurt Co Ltd



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