



Press release

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Toy & Edu China, Baby & Stroller China and Licensing China to open this week with over 1,300 exhibitors

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From 6 – 8 August, Toy & Edu China, Baby & Stroller China and the debut edition of Licensing China will host over 1,300 exhibitors from eight countries and regions across a 140,000 sqm gross exhibition space, at the brand-new Shenzhen World Exhibition & Convention Center. Besides offering opportunities to explore the South China market, the fairs will provide much-needed support to help industry players weather the COVID-19 pandemic.

Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd shared her views on this year's fairs, saying: "Given the unprecedented challenges brought by the outbreak, we're very excited to finally open these shows, which have successfully attracted a record-breaking number of exhibitors. We believe the 3-day event is going to be a very important platform for businesses to recover and reconnect." She continued: "The fairs' relocation to Shenzhen and the addition of Licensing China will allow exhibitors and buyers to take advantage of the city's unique advantages and ride on the robust development of the Greater Bay Area, to promote industry exchange and development."

Extensive range of products and the latest market insights

This year, the International Zone (hall 9) will accommodate a range of suppliers from a number of countries and regions including Australia, Germany, Hong Kong, Macau, Sweden, Taiwan and the US, featuring their pre-school educational toys, wooden toys, plush toys, electronic toys, pre-school amusement play-sets, baby walkers, baby food & healthcare products and mother & baby care products. As overseas products are often perceived as being safe and of high quality among Chinese consumers, the dedicated zone is expected to receive strong interest from visitors. In addition, the Hong Kong Pavilion organised by the Children Babies Maternity Industries Association (HKCBMIA) will feature 14 Hong Kong exhibitors and their quality products.

Commenting on the International Zone this year, Ms Wen said: "Although it's unfortunate that a number of international exhibitors cannot make it to the fair as planned due to travel restrictions, we are still pleased to see the line-up and quality of the international offering remains very strong and impressive."

Meanwhile, the new Licensing China (hall 10) fair will welcome over 100 licensors and agencies, some of which are managing or representing

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

well-known animation characters such as Super Wings, DooroBear, Larva, Talking Tom and Friends and more. Celebrity licensing, culture & art licensing in addition to licensed products for the toy, gift and homeware sectors will also be displayed at the fair.

To inspire fairgoers to stay ahead in the market, especially in relation to post COVID-19 changes, industry experts are invited to discuss some of the hottest topics at the value-adding concurrent events, such as:

- **Tmall and Toy Industry Business Matching and Networking Event:** with the fast development of e-commerce and growth of online shopping in recent years, more brands are engaging with different e-commerce platforms to promote their products and find new customers. A networking event will be organised to connect Tmall, a major e-commerce platform in China, with toy industry players.
- **China (Shenzhen) Cross-border E-commerce & ASEAN Development Seminar:** will analyse the market potential for toy, mother and baby product industries in the ASEAN markets. Representatives from cross-border e-commerce platforms will also be invited to share their insights on how to source products for Southeast Asian customers.
- **Shenzhen IP Licensing and Cultural & Tourism Industry Roundtable:** a panel discussion will be held to examine licensing opportunities in the cultural and tourism industry.

Assist exhibitors to capitalise on the online market changes

The pandemic has further promoted changes in consumers' spending habits in China, resulting in a boost to the e-commerce industry. In response to this market trend, a number of VIP buyers from e-commerce platforms and cross-border e-commerce channels have been invited to the fairs to meet with exhibitors to further promote business exchanges. Many of these platforms have set up offices in Shenzhen, increasing the opportunities for exhibitors to meet with buyers from this sector.

Enhanced services enable online participation

The organisers have launched online services to complement the fairs, which will allow exhibitors to connect with their counterparts before the three-day event via the dedicated digital platform. In addition, to accommodate those who are unable to attend due to travel restrictions, virtual meetings will also be held during the fairs, facilitating interactions between buyers and exhibitors.

Extra health care and hygiene precautions will be in place

As the trade fair co-organisers, Messe Frankfurt's top priority remains the health and safety of fair attendees, hence added measures will be in practice at the fair. These include: real-name authentication during registration, onsite temperature checks, frequent sanitisation of fairground facilities and guidelines for the spacing of tables inside booths, amongst others.

Toy & Edu China, Baby & Stroller China and Licensing China are organised by Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd. The three concurrent shows will be held in Shenzhen for the first time this year – relocating from their previous home of Guangzhou – from 6 – 8 August 2020.

For more information, please visit:

- [Toy & Edu China](#)
- [Baby & Stroller China](#)
- [Licensing China](#)

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Notes to editors:

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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