



toy&edu
CHINA



baby & stroller
CHINA



licensing
CHINA

Press release

23 March 2020

Toy & Edu China, Baby & Stroller China and Licensing China rescheduled to May 2020

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SZTF20 PR7 en

Originally scheduled for March, the three toy, baby product and licensing fairs were postponed ahead of growing concerns surrounding the COVID-19 outbreak. As the Office for the Novel Coronavirus Control and Prevention Unit of Health Commission of Guangdong Province has now released a set of guidelines for businesses to resume, the new fair dates have now been confirmed. Extra onsite precautions will also be taken by the organisers. The fairs will take place as originally planned at the brand-new Shenzhen World Exhibition & Convention Center, from 25 – 27 May 2020.

“Chinese officials have announced that business may resume under a set of public health guidelines. This includes events such as exhibitions. In addition to this, Bao’an, which is the area of Shenzhen where the venue is located, has also been declared as a low risk area of Guangdong Province. The safety of our fair participants is always our top concern, and therefore we now feel confident in rescheduling the three fairs to take place at the end of May. We also plan to take extra measures to maintain good hygiene onsite. And although this has been a very difficult time for the domestic economy, Messe Frankfurt trusts the strength of its ability to recover thanks to strong partnerships in the industry, which these fairs always aim to foster,” said Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd.

Economists predict rebound in Chinese economy

With factory closures all over China after Chinese New Year, economic growth has slowed in China and globally. However, in February, a Reuters poll indicated that Chinese and international economists predict a rebound in the economy, with some agreeing that this may happen as soon as the second quarter of 2020.

Despite the challenging situation, there is optimism in China’s resilience and the economy is expected to recover, with additional factory activity and orders taking place in an effort to catch up. The three fairs will provide a space for businesses to connect and recalibrate, with high demand predicted to have accumulated by May.

Precautionary measures onsite

To better assist all participants to maintain good hygiene at the fairs,

Messe Frankfurt (HK) Ltd
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precautionary measures will take place, including: frequent sanitisation of the fairground facilities, more disinfection supplies available, and health checks including temperature monitors for participants and fairground staff.

The Toy & Edu China, Baby & Stroller China and Licensing China fairs are due to be held in Shenzhen for the first time this year in the brand-new Shenzhen World Exhibition & Convention Center, relocating from their previous home of Guangzhou. Licensing China is a new addition to the portfolio of fairs for 2020.

The three fairs are organised by the Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd.

For more information, please visit:

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

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Notes to editors:

Download this press release and picture

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2020/SZTF20-PR7.html>

Further press information and picture material

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press.html>

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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 more than 2,600* employees at 30 locations, the company generates annual sales of around €733* 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

*preliminary figures 2019

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Shenzhen, China, 25 – 27 May 2020