

news +++ Toy & Edu China, Baby & Stroller China, Licensing China  
Shenzhen World Exhibition and Convention Center, China, 8 – 10 April 2024



## High profile exhibitors to feature at upcoming Toy & Edu China, Baby & Stroller China and Licensing China

**Shenzhen, March 2024. Fuelled by evolving consumer preferences and technological advancements, the toy, baby and maternity products, as well as licensing industries have witnessed significant growth and innovation in recent years. At the upcoming Toy & Edu China, Baby & Stroller China and Licensing China, over 1,400 premium exhibitors are set to unveil their latest offerings across the whole spectrum of these three industries. Featuring everything from educational products, to in-trend toys, baby and childcare essentials, and a variety of licensing and licensed products, the concurrent fairs will be held from 8 – 10 April 2024 at Shenzhen World Exhibition and Convention Center.**

As educational value, interactive features, and sustainability have become key elements in response to rapidly shifting consumer demands, many companies have taken measures to continually adapt to the changing business landscape. At the upcoming fairs, renowned international brands and emerging industry players from all sectors will take centre stage, with displays of a variety of innovations spanning 130,000 sqm across four halls. Highlighted exhibitors include:

- **Toy & Edu China:** Burago (Italy), Jawbones (USA), Plus Plus (Denmark), Theo Klein (Germany) and more toy exhibitors will be returning to the fair; with 4M and Welly from Hong Kong, Bandai and Sega from Japan, plus Bangwool and Joyworks from Korea making their debuts at this edition.
- **Licensing China:** popular brands such as B.Duck, Dream Castle, Iconix, Medialink, Youyang, and many more will be showcasing again at Licensing China, with IPs such as Naloong and Trolls to appear for the first time. The presence of pavilions from Korea and Taiwan will be bringing in more cultural diversity on the product selection for licensing buyers. Respectively, the pavilions are organised by Korea Creative Content Agency (KOCCA), the Taipei Multimedia Production Association and the Taiwan Character Brand Licensing Association.
- **Baby & Stroller China:** BBH, Rastar and Roadmate will once again be part of the fair. Joining them will be new exhibitors such as Abon, ACLOSMIL and coolbaby. Beyond the lineup, there will be special launches for the Spring 2024 season featuring the following brands:
  - Smart product launch: HONEY KIDS, Rezlli, TUSUNNY and Xingmuzai
  - Children's riding product launch: Allobebe and Helian
  - Indoor family entertainment product launch: DBitoy, vsuch and Yuanyile

With the diverse range of exhibitors featured at this year's joint event, the platform has already garnered enthusiastic pre-show response from international buyers from more than 30 countries, particularly those from Asia, with Korea and regions from Southeast Asia topping the list. Four buyer delegations from Korea, Myanmar, Taiwan and Thailand, will also join this global industry event next month.

The comprehensive trading platform has introduced several value-adding features. In addition to guided tours designed for VIP and group buyers, and a list of industry networking events held onsite, the already well-utilised business matching service continues to maximise opportunities between exhibitors and buyers. This service will assist participants in identifying and connecting with potential business partners who align with their needs and interests, and matched parties will have the opportunity to arrange onsite meetings during the fairs.

More details about the business matching service can be found [here](#).

Toy & Edu China, Baby & Stroller China and Licensing China 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](#)

**Press information and photographic material:**

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

**Social media and website:**

<https://www.facebook.com/sztoybabyfair/>

<https://www.facebook.com/szlicensingfair/>

<https://www.twitter.com/sztoybabyfair>

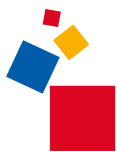
<https://www.twitter.com/szlicensingfair>

<https://www.youtube.com/@sztoybabylicensingfair>

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

<https://shenzhen-international-stroller-mother-and-baby-product-fair.hk.messefrankfurt.com/shenzhen/en.html>

<https://licensing-china.hk.messefrankfurt.com/shenzhen/en.html>



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### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300\* people at its headquarters in Frankfurt am Main and in 28\* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600\* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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\* Preliminary figures for 2023