



Baby & Stroller China 2021 – The 12th Shenzhen International Stroller, Mother & Baby Product Fair

Fair Date	30 Mar – 1 April, 2021		
Location	Shenzhen World Exhibition & Convention Center No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China		
Exhibition Space	140,000 sqm (2020, including Toy & Edu China and Licensing China)		
Exhibitors	1,321 (2020, including Toy & Edu China and Licensing China) from 8 countries / regions		
Visitors	61,553 (2020, including Toy & Edu China and Licensing China)		
Product Groups			
	<p>Strollers & Ride-ons</p> <ul style="list-style-type: none"> Baby Strollers & Accessories Baby Walkers Bicycles Car safety seats Powered ride-ons Scooters Tricycles <p>Mother & Baby Care Products</p> <ul style="list-style-type: none"> 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 	<p>Home Living & Lifestyle for baby & Kids</p> <ul style="list-style-type: none"> Baby Toy Baby Cribs/Beds & Accessories Baby Bed Linen & Accessories Baby Safety Gates Baby Furniture Baby Cutlery Home Living Houseware Gifts Home Textile <p>Baby and children fashion</p> <ul style="list-style-type: none"> Baby Bibs Baby Clothing Baby Footwear Baby Accessories 	<p>Baby and children fashion</p> <ul style="list-style-type: none"> Baby Bibs Baby Clothing Baby Footwear Baby Accessories <p>Others</p> <ul style="list-style-type: none"> Media Associations
Participation Fee	<p>Standard Booth: RMB 1,650 / sqm (Min 9sqm)</p> <p>Raw Space: RMB 1,260 / sqm. (min. 36 sqm.)</p> <p>(Additional Fee: 10% additional fee for corner booth)</p>		
Special Zone	International Zone		
Fringe Programme	World of Play Summit Business matching E-connect 360 : digital marketing service		
Visitor admission Fee	Free-of-charge. For trade visitors only. Persons under 18 will not be admitted. *Open to public on the last day		
Organiser	Guangdong Toy Association Guangzhou Li Tong Messe Frankfurt Co Ltd Messe Frankfurt (HK) Ltd		
Contact	<p>Messe Frankfurt (HK) Ltd</p> <p>35/F, China Resources Building, 26 Harbour Road, Wanchai, HONG KONG</p> <p>Tel.: (852) 2230 9287</p> <p>Fax: (852) 2598 8771</p> <p>www.chinababyfair.com</p> <p>Contact: Mr. Clement Chan, baby@hongkong.messefrankfurt.com</p>		

