

Fact sheet



7 - 9.4.2023
SHENZHEN, CHINA

Fair name	Toy & Edu China 2023 – The 35th Shenzhen International Toy & Education 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 Baby & Stroller China and Licensing China)		
Exhibitor	1,326 (2022, including Baby & Stroller China and Licensing China)		
Visitor	50,437 (2022, including Baby & Stroller China and Licensing China)		
Product groups	Multiple toys <ul style="list-style-type: none">• Electronic toys• Wooden and paper toys• Doll, plush and soft stuffed toys• Construction sets and blocks• Inflatable toys	<ul style="list-style-type: none">• Outdoor & sporting goods• Cycling toys• Hi-tech toys• Models and miniatures• creative & craftwork• Musical toys	Educational products <ul style="list-style-type: none">• Pre-school educational products• Pre-school electronic products• Pre-school amusement play-sets• Educational toys <ul style="list-style-type: none">• STEM/STEAM tools• Teaching aids• Kindergarten equipment and supplies• Special Education Needs (SEN) tools• Books & publication
Participation fee	Standard booth: Raw space: Virtual exhibition package:	RMB 1,650 / sqm (min 9sqm) RMB 1,260 / sqm. (min. 36 sqm.) RMB 14,850/ 6 sqm	
	(Additional fee: 10% additional fee for corner booth)		
Special zone	International Zone		
Fringe programme	Cross-border E-commerce Logistics Forum Toy Cross-border E-commerce Summit Onsite business matching service E-connect 360 live platform		
Visitor admission Fee	Free-of-charge. For trade visitors only. Persons under 16 will not be admitted. *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 9237 Fax: (852) 2598 8771 www.chinatoyfair.com Mr. Lucan Ng, toy@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



Guangdong Toy Association

Guangdong Toy Association