

Fact sheet



 baby & stroller
CHINA

30.3-1.4.2022
SHENZHEN, CHINA

Fair Name	Baby & Stroller China 2022 – The 13rd Shenzhen International Stroller, Mother & Baby Product Fair		
Fair date	30.3-1.4.2022		
Location	Shenzhen World Exhibition & Convention Center No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China		
Exhibition space	130,000 sqm (2021, including Toy & Edu China and Licensing China)		
Exhibitor	1,413 (2021, including Toy & Edu China and Licensing China) from 13 countries / regions		
Visitor	82,481 (2021, including Toy & Edu China and Licensing China)		
Product groups	Strollers & ride-ons Baby strollers & accessories Baby Walkers Bicycles Car safety seats Powered ride-ons Scooters Tricycles Mother & baby care products 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	Home living & lifestyle for baby & kids Baby toy Baby cribs/beds & accessories Baby bed linen & accessories Baby safety gates Baby furniture Baby cutlery Home living Houseware Gifts Home textile	Baby and children fashion Baby bibs Baby clothing Baby footwear Baby accessories Baby food & healthcare products Baby food Baby nutritional supplements Baby juice Infant formula Others Media Associations
Participation fee	Standard booth:	RMB 1,650 / sqm (min 9sqm)	
	Raw space:	RMB 1,260 / sqm. (min. 36 sqm.)	
	Virtual exhibition package:	RMB 14,850/ 6 sqm	
	(Additional fee: 10% additional fee for corner booth)		
	• 10% early bird discount when complete the application on or before 20.11.2021		
	• Booth application deadline: 31.12.2021		
Special zone	International Zone		

Fringe programme Business matching
E-connect 360 : digital marketing service

Visitor admission Free-of-charge. For trade visitors only. Persons under 16 will not be admitted.
Fee *Open to public on the last day

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