



7 – 9.4.2023

Shenzhen World Exhibition & Convention Center (near the airport)

Greater Bay, greater play



Guangzhou Li Tong Messe Frankfurt Co Ltd



Guangdong Toy Association

Be first in line to connect with suppliers at this one-stop sourcing platform!

With multiple successful editions since the pandemic began, **Toy & Edu China**, **Baby & Stroller China** and **Licensing China** have been at the forefront of the resumption of B2B events and in-person interactions in Southern China. The three fairs will return to the **Shenzhen World Exhibition & Convention Center** from **7 – 9 April 2023** as the most effective platform in the region for business exchange and market intelligence while also highlighting new retail opportunities in the Chinese market.

Top three reasons to visit

1

The first major toy, baby and licensing event during the key trading season in March

2

Direct contact with over 1,300 suppliers with flexible order options (e.g. small MOQ, cost-effective purchasing)

3

Synergy of three concurrent fairs attracts a wide scope of participants for more business opportunities

Hybrid online and onsite sourcing options

Go onsite - strategic location

Located in Shenzhen, a **leading global technology hub**, the fairs are positioned **close to the world's main toy manufacturing and export base**. It's the ideal location to source for a huge variety of products at competitive prices with innovative designs and technology.



Go online

E-connect 360

云易会

The perfect digital solution to get you reconnected with potential partners and suppliers. The platform is open to users before, during and after the fair period.

Three key features of E-connect 360



Live streaming

Onsite exhibitor interviews and fair tour with English subtitles



Full exhibitor list

Exhibitor profiles with product information and photos



Business matching service (online and onsite)

AI system recommends exhibitors according to your needs and allows you to schedule meetings

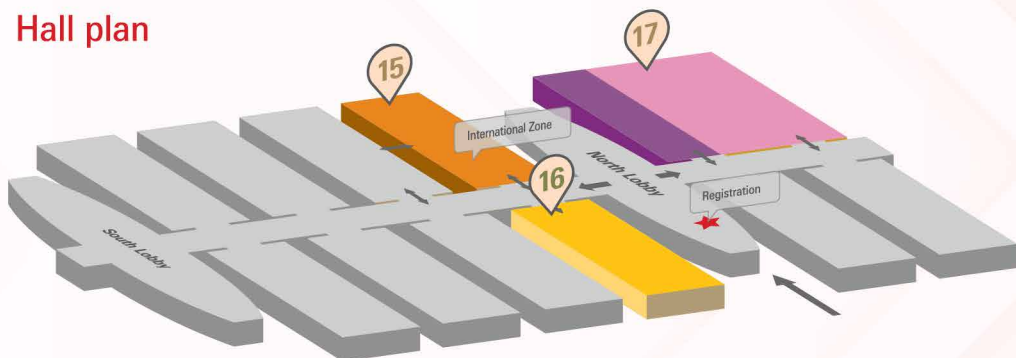
More information on the E-connect 360 platform:



<https://www.econnect360.com/>

Register now to get an exclusive gift!

Hall plan



Multiple toys

Strollers, mother and baby products

Licensing and licensed products

Multiple toys & educational products

Quick facts on the 2022 fairs

The largest toy, baby product and licensing fairs in Southern China



1,326 exhibitors from
9 countries and regions



50,437 visitors from
28 countries and regions



Covering **130,000 sqm**
exhibition space

Visitor impression



91% of visitors were satisfied
with their visit in 2022



89% of visitors from 2022 plan
to return in 2023



toy&edu
CHINA



baby & stroller
CHINA



licensing
CHINA

Fair facts

Date

7 – 9 April 2023 (Fri – Sun)

Opening hours

7 – 8 April 9:00 – 17:00

9 April 9:00 – 15:00 (open to public from 12:00)

Venue

Shenzhen World Exhibition and Convention Center (SWECC)

No. 1 Zhancheng Road, Fuhai Street, Bao'an District,
Shenzhen, China

Admission

Free for trade buyers aged 16 or above

Website

www.chinatoyfair.com

www.chinababyfair.com

www.licensing-china.com

Enquiries

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Find out more and pre-register now



Success through synergy effects for exhibitors and buyers



toy&edu
CHINA

Halls
15 – 17



Toys



Educational
products

- ◆ The International Zone welcomes overseas brands to showcase their innovative products and new toy concepts
- ◆ A wide range of products including STEAM toys that fulfil the growing demands from the market



Selected brands from Toy & Edu China

ANNE GEDDES®

Bonfil

deli



双 鹰



GONGE

guide craft

HABA education
inspired by children, created by experts



LaQ®
Innovative and Creative
「日本製 MADE IN JAPAN」

Italtrike®

masterkidz
Learning is fun!





baby & stroller

CHINA

Hall 17



Strollers & ride-ons



Home living & lifestyle for babies & kids



Mother & baby care products



Baby & children fashion



Baby food & healthcare products

◆ Carefully selected with wide product variety to fit your sourcing needs



Selected brands from Baby & Stroller China

AUTOMOBLOX



babyvovo

o 宝宝好

beiens
贝恩施

huile
汇乐

Jollybaby

K Kick'n'roll

LEAD
ENTERTAINMENT
广东领之奇文化娱乐有限公司

make it real™
Bringing Creativity to Life™

meibeile
美贝乐®

playkids
芭洛可

PORSA PIM

RÄSTAR
星辉娱乐

维其
VIVAKIDS



licensing

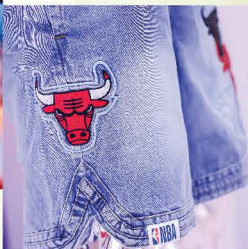
CHINA

Hall 16



Licensing & licensed
products

- ◆ Facilitating collaborations across a wide variety of consumer good segments to meet the growing sourcing demand for licensed products in China and Asia



Selected brands from Licensing China



Tips for your stay



Hotel

Book your accommodation through the fairs' official travel agent for the best rates available. Overseas visitors can win a free stay during the fair period. Check the fair websites for details.



Transportation, visas and more

Detailed information about how to get to the venue and more is available on the fair websites.



*Terms and conditions apply, visit our website for details.