



toy&edu
CHINA



baby & stroller
CHINA



licensing
CHINA

Press release

January 2021

Digital platform to support Toy & Edu China, Baby & Stroller China and Licensing China in March

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Against the backdrop of the COVID-19 pandemic, Toy & Edu China, Baby & Stroller China and Licensing China will continue to offer a hybrid fair experience with an integrated digital platform 'E-connect 360' in order to support toy, baby product and licensing players across the globe in exploring business opportunities in China. The virtual marketplace will go hand in hand with the physical fairs, which will be held from 30 March to 1 April 2021 in Shenzhen.

In response to the heightened demand for online exhibition services, 'E-connect 360' will feature a series of digital solutions that go beyond geographical locations and time differences to boost business interaction and information exchange, as well as helping brands achieve greater exposure. A dedicated website will be available by the end of February, giving exhibitors and buyers access to the services all in one place.

Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd commented: "We are finding innovative and effective ways to help our stakeholders embrace the digital possibilities driven by the pandemic. As an extension of the three in-person events, the online platform will present brands with valuable opportunities to establish connections and maximise coverage. Meanwhile, livestreaming of concurrent conferences and the fair tours will be employed for the first time during the fairs to enhance online participation."

Business matching upgrade

To replicate face-to-face interactions for those who cannot travel to China, a business matching service will be available on the 'E-connect 360' platform four weeks before and after the fairs, allowing industry players to interact virtually and build new relationships in a more flexible manner. Users can check out other businesses' profiles based on AI-powered recommendations or manual searches, and reach out to their preferred business partners using the built-in instant messaging tool. Moreover, it can be used to pre-arrange and hold video meetings during the fairs.

For buyers who will visit the fairs in person, the business matching programme will also be useful for scheduling appointments with onsite exhibitors. Ms Siyi Ma, Business Development APAC at The Story Tailors highlighted the effectiveness of business matching at the 2020 event: "This is my first time joining the programme and it made my

Messe Frankfurt (HK) Ltd
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sourcing trip much easier. The organiser helped me set up meetings with the exhibitors that fit with my sourcing needs. I exchanged contacts with many of them and will consider to place orders afterwards.”

Please click [here](#) for more details and to pre-register for the business matching service.

Online content for brand exposure and market navigation insights

In addition to business matching, exhibitors can utilise the ‘E-connect 360’ platform to promote their company and product offerings. Brands can submit their product shots along with descriptions and video content which will be made available for viewing on the website. Moreover, an information centre that highlights the latest developments about the toy, baby product and licensing sectors will provide valuable insights to industry players.

When the fairs open, virtual participants can enjoy livestreaming from the fairground. Fringe programme events such as conferences and the fair tours will be broadcasted live on the platform.

Toy & Edu China, Baby & Stroller China and Licensing China are organised by Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd. The three fairs will be held at the Shenzhen World Exhibition & Convention Center from 30 March to 1 April 2021.

For more information, please visit:

- [Toy & Edu China](#)
- [Baby & Stroller China](#)
- [Licensing China](#)

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Notes to editors:

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<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2021/SZTF21-PR2.html#download>

Further press information and picture material

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

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Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30

Toy & Edu China
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Shenzhen, China, 30 March – 1 April 2021

subsidiaries. The company generated annual sales of approximately €250* million in 2020. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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 expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2020