



Press release

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Toy & Edu China, Baby & Stroller China and Licensing China will offer a seamless hybrid experience to buyers

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In less than one month, Toy & Edu China, Baby & Stroller China and Licensing China are set to welcome over 1,000 exhibitors to the Shenzhen World Exhibition & Convention Center from 5 – 7 August 2022. The fairs will continue be held in a hybrid format to allow participants a more flexible participation in these leading industry events. Global industry players can access the resources of all three fairs through the ‘E-connect 360’ platform, which has been extended this year to better serve the industry, while local fairgoers can join a comprehensive series of forums and networking events onsite.

Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd expressed: “With the consumer goods sector benefiting from the recent ease of Covid-19 controls and a return to business as usual, we are anticipating a strong turnout from industry buyers in August. Adding to this, over a thousand exhibitors will bring their in demand products from the toy, baby and licensing sectors for an action-packed three days of business. The fairs will create a comprehensive platform that offers both an online and physical experience for players within these industries to gather and network after an unexpected pause at the beginning of the year.”

A number of renowned exhibitors and big names have confirmed their presence at the largest exhibition for the toy, baby product and licensing industries in South China. Fairgoers can effectively source for the latest products from onsite exhibitors such as Hape (Germany), Ty (USA), China Center for Aerospace Science and Technology International Communications (China) and many more.

And for those who cannot make it to the fairground, the ‘E-connect 360’ platform has been made available to match and connect buyers with premium suppliers online.

The 2nd phase of ‘E-connect 360’ soon to be launched

“In order to increase participation from global buyers, our ‘E-connect 360’ platform was launched in late March, and it has already recorded over 3,000 visits and 500 interactions in around a month. This online platform, along with the business matching service, will help companies from home and abroad to proactively connect with their target products and business partners,” Ms Wendy Wen added.

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The second phase of the 'E-connect 360' platform will be launched two weeks before the show. Users can check out exhibitor profiles based on AI-powered recommendations or manual searches, and connect with their preferred business partners using the built-in instant messaging tool. The platform can also be used to pre-arrange and hold video meetings during the fairs. And a comprehensive choice of activities including fairground tours, onsite seminars and exhibitor interviews will be streamed live on the 'E-connect 360' platform during the show.

Buyers can pre-register here to network with local and overseas exhibitors via the 'E-connect 360' platform: <https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/programme-events/toy-talks1.html>.

Exclusive events for fairgoers to explore

A wide range of physical events exploring popular topics such as business in the Greater Bay Area and e-commerce will offer more valuable insights, industry information and trends to onsite fairgoers. Some highlights include:

- **STEAM Products and Education Innovation Forum 2022:** discussing how STEAM (Science, Technology, Engineering, Art and Mathematics) toys can be used for educational purposes.
- **Greater Bay Area Brand Licensing Industry Development Forum 2022:** including roundtable forums that highlight how cultural IPs support brand diversification, and some of the opportunities and challenges that the industry is facing during the commercialisation process in original domestic animation.
- **Taiwan External Trade Development Council (TAITRA) IP Business Matchmaking Event:** held on day 1 of the fair to help businesses match with their target suppliers.
- The licensing show's exhibitor mascots will greet visitors during the **IP Mascots Parade** two times per day.
- **Cross-border E-commerce Logistics Forum:** will work with the organisers of the China (Shenzhen) Cross Border E-Commerce Fair to offer more effective logistics solutions for international trade.
- A number of experts, including a guest speaker from Amazon, will join the **Toy Cross-border E-commerce Summit** to provide broad insights and practical tips about selling toys internationally.

Buyers can also discover this year's most popular and on-trend maternity and baby products via Chinese social media platforms such as Weibo, TikTok and Xiaohongshu (Little Red Book) through livestreams hosted by the Mum and Parenting influencers (KOLs) onsite.

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.

For more information, please visit:

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

Toy & Edu China
Baby & Stroller China
Licensing China
Shenzhen, China, 5 – 7 August 2022

Notes to editors:

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Further press information and picture material:

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

Follow the fairs on social media:

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters 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

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