

news +++ Toy & Edu China, Baby & Stroller China, Licensing China  
Shenzhen World Exhibition and Convention Center, China, 8 – 10 April 2024



**toy & edu**  
CHINA



**baby & stroller**  
CHINA



**licensing**  
CHINA

## It's a wrap! Toy & Edu China, Baby & Stroller China, and Licensing China conclude with growing global engagement

**Shenzhen, 22 April 2024. Aligned with the peak sourcing season, Toy & Edu China, Baby & Stroller China and Licensing China closed their doors after three days of innovative product showcases, trading, knowledge exchange and networking. The three concurrent events attracted 67,295 visitors from 70 countries and regions to the Shenzhen World Exhibition and Convention Center. From 8 – 10 April 2024, 1,420 exhibitors from seven countries and regions enthused global buyers with an overwhelming selection of exhibits. Once again, this annual event provided a comprehensive platform for the three industries to gather and explore business opportunities beyond borders.**

Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, expressed her satisfaction with the increased diversity of participants across the four halls this year: “With a greater number of global attendees seen across the 130,000 sqm exhibition space, we are thrilled with the resounding success of this edition – exceeding our expectations. International visitors have risen over 50% compared to pre-pandemic levels, indicating a full resurgence of this global trading platform. The positive feedback from fairgoers underscores the value of this platform and motivates us to continue hosting events that drive these three interconnected industries forward.”

“In addition to the wide spectrum of traditional products across various segments at the three fairs, we have also observed emerging product trends reflected at the booths,” Ms Shea added. “This provides us insights into the future direction of the industries, in which highly innovative technology integrated with sustainability, digital, IP collaboration or other trending elements are capturing the hearts of the next generation of consumers.”

### **The visitors: international mix of premium buyers from various industry sectors**

Thanks to the resumption of international travel and favourable visa policies by the Chinese government, the 2024 edition attracted a larger global buyer base, including visitors from Germany, India, Indonesia, Korea, Malaysia, Myanmar, Taiwan, the US, Vietnam and many more. Across the fairground, 12 overseas buyer delegations actively pursued their sourcing goals. Also utilising the platform were visitors from both traditional and emerging retail channels, such as e-commerce, social media, and group-buying sectors. Notably, buyers from Target, Toys“R”Us, Walmart and other well-known enterprises were also present, with several of the fairs’ features receiving positive feedback.

“We offer premium sourcing services for our clients and assist our sister company with sourcing early childhood educational and STEAM products for education institutions, department stores, shopping malls and kindergartens in Malaysia. The well-organised platform has facilitated a smoother sourcing experience, and I have been delighted to discover a wide array of high-quality products that match my goals and budget. I also find the business matching service very useful, having already met with six relevant suppliers this morning.”

**Ms Annie Watt, Account Director, FM Promos Sdn Bhd, Malaysia**

“Specialising in baby products, this show is one of the biggest fairs for toys and baby products in China. I made the decision to visit, taking advantage of the current ease of travel. This comprehensive platform offers a wide product selection from many different sectors. Yesterday I was sourcing strollers and baby gear, and today, I hope to discover new toys and explore potential OEM opportunities. I have already found some interesting items and established connections with local suppliers, to discuss further after the show.”

**Mr Harshit Aggarwal, Director, Thrive Ventures, India**

### **The products: sourced directly from manufacturers**

The three-in-one platform offered a wide range of products, including toys for all age groups, educational products, maternity, baby and childcare essentials as well as trending licensing and licensed products. Serving as a direct connection between industry players and global suppliers and brand owners, the fairs also provided access to manufacturers in the Greater Bay Area production hub. Featured exhibitors this year included Bburago, Fischertechnik, Jawbones, Plus Plus and Zing from Toy & Edu China; B.Duck, Dream Castle, Iconix and Medialink from Licensing China; and BBH, Rastar and Roadmate from Baby & Stroller China.

“We represent educational toy brands from Germany, Denmark, Greece and other countries, and Toy & Edu China has always been an important platform for promoting our products to the domestic market, enabling us to meet with industry peers and gather market feedback. The visitor flow is very good, with many high-quality target buyers presenting efficient networking and partnership opportunities. We engaged with online and offline retailers, as well as parenting influencers and livestreamers from emerging channels. The market is now shifting towards sustainability, safer materials, and playful designs of STEAM toys.”

**Toy & Edu China exhibitor: Ms Elva Zhou, Multi-media Manager, Gifted Minds (Shanghai) Co Ltd, China**

“We recently launched a new collection of children’s cosmetics and showcased them to the global market at the highly influential Toy & Edu China. Results exceeded expectations, with many retailers, department stores and lifestyle stores showing interest, and our new collection received orders from Korean and Thai clients on the first day. We also noticed more new media and livestreaming e-commerce buyers; which are growing focuses for us. Eco-friendly and safer products, and those featuring IP integration and cross-sector collaborations, seem to be emerging trends. With domestic toy companies’ advanced production and R&D technology, we expect significant export growth ahead.”

**Toy & Edu China exhibitor: Mr Karmen Zhang, General Manager, Guangzhou Estar Culture Co Ltd, China**

“In addition to producing animations, we also handle the distribution of our IPs. Our portfolio includes popular brands such as Detective Conan and Lupin the Third, among

many others. Our goal is to expand our business into mainland China and other global markets through this fair, while also establishing valuable connections with potential partners across various sectors. On Day 1 alone, we engaged in fruitful discussions with over 30 companies, many of which are our targeted Chinese clients. Given that the Chinese market is the largest in Asia, we believe it possesses huge growth potential.”

**Licensing China exhibitor: Mr Hironori Inuma, Licensing Director, TMS Entertainment Co Ltd, Japan**

“We are an internet game and education company entering the IP licensing sector with popular IPs like Trolls and Neopets. Due to its professionalism and scale, this major IP licensing fair in China has prompted us to exhibit here for the first time. Our goals include raising awareness about our entry into IP licensing, introducing our IPs to manufacturers in sectors like toys and food, and connecting with potential clients. By integrating AR, VR, AI, and other digital innovations, we create digital IP brands that cater to market trends and the preferences of the new generation.”

**Licensing China exhibitor: Mr Janko Luo, Deputy General Manager, Fujian Tiannuo Websoft Technology Co Ltd, China**

“Our company has been exhibiting in Baby & Stroller China for many years, aiming to connect with new and regular customers, understand market trends, and promote our brand. 70% of our products are exported to Australia, Europe, Japan, Korea, the Middle East, Southeast Asia, South America and the US. We've embraced emerging channels like e-commerce and utilised platforms such as TikTok and influencer livestreaming to engage with customers and promote our products. Responding to the demand for environmentally friendly options, we've introduced a biodegradable PVC inflatable water gun to reduce pollution.”

**Baby & Stroller China exhibitor: Mr Kohn Xia, Sales Director, New Time Technology Ltd, China**

“As a company specialising in strollers, we have been exhibiting here for over a decade. Our goal here is to promote our brand and expand our reach. With the market undergoing big changes, we aim to connect with new clients, understand the market demand, and develop trending, market-aligned products. While our company has typically relied on traditional distribution channels for both domestic and export sales, we have recently expanded into online sales. Considering the substantial size of the overseas market, we remain optimistic about the future prospects of our export business.”

**Baby & Stroller China exhibitor: Ms Zhao Bei, Sales Manager, BAObAOHAO, China**

### **The events: insightful fringe programme addressing industry developments**

A series of concurrent fringe events, including forums, seminars and panel discussions by notable industry experts, empowered fairgoers with ahead-of-the-market insights and strategies for success. Attendees engaged in thought-provoking discussions during the ‘World of Play’ Summit, the Greater Bay Area Brand Licensing Industry Development Forum 2024 and other sessions covering trending industry topics. Social networking sessions and guided tours also provided exclusive opportunities for insiders to connect, interact and explore potential collaborations.

“Today's forum explores key topics such as China and overseas licensing trends, the artificial Intelligence generated content (AIGC) development, sustainability, and location-based entertainment (LBE) business opportunities, which is invaluable for industry players seeking insights into the licensing market and the latest trends. China, as one of the

largest consumer markets, offers significant growth potential for innovative licensed products. I also found the fairs very professional, providing a good platform for industry professionals and manufacturers to engage and connect. In addition, the inclusion of numerous overseas guests allowed fair attendees to stay abreast of the latest licensing developments in international markets.”

**Ms Tani Wong, Managing Director, Greater China and Southeast Asia, Licensing International**

Following the success of this edition, Toy & Edu China, Baby & Stroller China and Licensing China will return to the same venue from 7 – 9 April 2025. Toy & Edu China, Baby & Stroller China and Licensing China are organised by the 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](#)

**Press information and photographic material:**

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

**Social media and website:**

<https://www.facebook.com/sztoybabyfair/>

<https://www.facebook.com/szlicensingfair/>

<https://www.twitter.com/sztoybabyfair>

<https://www.twitter.com/szlicensingfair>

<https://www.youtube.com/@sztoybabylicensingfair>

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

<https://shenzhen-international-stroller-mother-and-baby-product-fair.hk.messefrankfurt.com/shenzhen/en.html>

<https://licensing-china.hk.messefrankfurt.com/shenzhen/en.html>



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## **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300\* people at its headquarters in Frankfurt am Main and in 28\* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600\* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key 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.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

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).

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\* Preliminary figures for 2023