

# Press

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## Press Release

Toy & Hobby China  
Baby & Stroller China  
Poly World Trade Center Expo  
Guangzhou, China, 8 – 10 April 2017

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## Toy & Hobby China and Baby & Stroller China return in April following strong showing in 2016

### Untapped potential in China for international toy and baby products suppliers

### Additional services and fringe programme to assist fair participants

The 2016 editions of Toy & Hobby China and Baby & Stroller China were widely acclaimed as effective business platforms for over 1,000 exhibitors and more than 48,500 visitors from 68 countries and regions. The two concurrent fairs return again this year from 8 – 10 April at the Guangzhou Poly World Trade Center Expo, and Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd explains the organisers are confident of the shows' continuing success. "Since Messe Frankfurt started to cooperate with the Guangdong Toy Association in 2015, these fairs have increased their internationalism, and with the fast-growing Chinese market and strong demand for international brands at present, we expect more overseas exhibitors to take advantage of this in 2017," she said.

The wide spectrum of products that these two fairs offer makes them stand out as one of the top industry events in China. What's more, with distinct exhibition zones including International Zone, Animation and Character Licensing Zone, Electronic Pre-School Zone and Pre-school Amusement Play-set Zone, exhibitors can more easily meet their target buyers. The increased internationalism of the fair along with the prosperous market conditions have resulted in strong international brand participation in 2017. Big names including Fisher Price, Viking AB, Maisto and Bburago have already confirmed their participation this year. In addition, famous licensing brand names Boonie Bears and Ultraman will also be present during the three-day shows.

### Untapped potential in China for international toy and baby products suppliers

China presents enormous opportunities for the global toy and baby

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product industry. Over the past 10 years, on average around 16 million babies have been born in China every year. The two-child policy implemented in 2016 under the 13<sup>th</sup> Five-Year Plan is about to result in another baby boom, with the National Health and Family Planning Commission projecting that the annual number of births will rise to between 17.5 million and 21 million. It is also forecast that 76% of the additional second children will be born in urban areas. "This implies a growing demand for toy and baby products as urban families tend to spend more of their income on raising a child, while these same families tend to be more inclined to purchasing overseas brands as well," Ms Wen said.

According to market research company Euromonitor, total retail sales of toys and games in China increased from USD 10.4 billion in 2010 to USD 28 billion in 2015, an average annual growth rate of 21.8%. By 2019, the overall market value is expected to exceed USD 43.5 billion. In terms of imported toys, there was a significant boost of 120% between H1 2015 and H1 2016, reaching USD 6.63 billion (Source: China Customs). In particular, wheeled toys, doll carriages and toy musical instruments saw large increases. The main reason for these increases is the continued growing demand for overseas branded goods, which imply higher quality and safety standards. Given such bright prospects, well-known international brands continue to expand their presence in China. Not only did LEGO set up its first Asian factories in China in 2016, other big names including Disney, Dreamworks, Auldey, Goodbaby, Mattel, Hasbro and Sega also continue to increase their presence in China.

### **Additional services and fringe programme to assist fair participants**

In order to facilitate business between exhibitors and visitors, extra services and a well-regarded fringe programme are available throughout the show period. Apart from the VIP buyer programme and free hotel accommodation that is open for eligible overseas buyers, show participants can also join the business matching programme with an interpreter service available upon request. Furthermore the fringe programme, which includes seminars and product demonstrations, helps attendants to know more about the market conditions and the latest product developments.

Toy & Hobby China and Baby & Stroller China are organised by Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd.

For more information, please visit [www.chinatoyfair.com](http://www.chinatoyfair.com) or [www.chinababyfair.com](http://www.chinababyfair.com).

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## **Background information on Messe Frankfurt**

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €640\* million in sales and employing 2,364\* people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international Sales Partners, allowing it to serve its customers on location in more than 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2016, a total of 138\* trade fairs were held under the Messe Frankfurt umbrella, of which more than half took place outside Germany. Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

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

\* Preliminary figures for 2016