

# Fact sheet



8 - 10.4.2024  
SHENZHEN, CHINA

<b>Fair name</b>	Toy & Edu China 2024 – The 36th Shenzhen International Toy & Education Fair		
<b>Fair date</b>	8 - 10.4.2024 (Mon - Wed)		
<b>Location</b>	Shenzhen World Exhibition & Convention Center No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China		
<b>Exhibition space</b>	130,000 sqm (2023, including Baby & Stroller China and Licensing China)		
<b>Exhibitor</b>	1,400 (2023, including Baby & Stroller China and Licensing China)		
<b>Visitor</b>	70,836 (2023, including Baby & Stroller China and Licensing China)		
<b>Product groups</b>	<b>Multiple toys</b> <ul style="list-style-type: none"><li>• Electronic toys</li><li>• Wooden and paper toys</li><li>• Doll, plush and soft stuffed toys</li><li>• Construction sets and blocks</li><li>• Inflatable toys</li></ul>	<b>Educational products</b> <ul style="list-style-type: none"><li>• Outdoor &amp; sporting goods</li><li>• Cycling toys</li><li>• Hi-tech toys</li><li>• Models and miniatures</li><li>• creative &amp; craftwork</li><li>• Musical toys</li></ul>	<b>Educational products</b> <ul style="list-style-type: none"><li>• Pre-school educational products</li><li>• Pre-school electronic products</li><li>• Pre-school amusement play-sets</li><li>• Educational toys</li></ul> <ul style="list-style-type: none"><li>• STEM/STEAM tools</li><li>• Teaching aids</li><li>• Kindergarten equipment and supplies</li><li>• Special Education Needs (SEN) tools</li><li>• Books &amp; publication</li></ul>
<b>Special zone</b>	International Zone		
<b>Fringe programme</b>	Tik Tok Overseas Live Commerce Forum STEAM Products and Education Innovation Forum Onsite Business Matching Service		
<b>Participation fee</b>	<b>Standard booth:</b> RMB 1,900 / sqm (min. 9 sqm) <b>Raw space:</b> RMB 1,450 / sqm (min. 36 sqm)  (Additional fee: 10% additional fee for corner booth)		
<b>Visitor admission fee</b>	Free-of-charge. For trade visitors only. Persons under 16 will not be admitted. <b>*Open to public on the last day</b>		
<b>Contact</b>	<b>Messe Frankfurt (HK) Ltd</b> 35/F, China Resources Building, 26 Harbour Road, Wanchai, HONG KONG Tel.: (852) 2230 9237 Fax: (852) 2598 8771 <a href="http://en.chinatoyfair.com">http://en.chinatoyfair.com</a> Contact person: Mr. Lucan Ng <a href="mailto:toy@hongkong.messefrankfurt.com">toy@hongkong.messefrankfurt.com</a>		
<b>Organisers</b>	Guangdong Toy Association Guangzhou Li Tong Messe Frankfurt Co Ltd Messe Frankfurt (HK) Ltd		