

TOY EXPO

2021义乌国际玩具及婴童用品展览会

Yiwu International Toys and Baby & Kids Products Expo 2021

2021年07月18日-20日 | 义乌国际博览中心-中国
July 18-20, 2021 | Yiwu International Expo Centre

管理及统筹 | Organized by



www.mcbexpo.com.cn

展会背景 | Exhibition Background

儿童玩具安全检测服务的重要性，不容忽视。中国作为玩具生产、出口的大国，所生产的玩具产品一直畅销全球，对玩具的产品质量高度重视。相关数据显示；2019年中国非游戏类传统玩具出口总额311.4亿美元，同比增长24.2%，增速比上年提高19.7个百分点。国内市场玩具零售总额759.7亿元，比上年增长7.8%，预计明年还将进一步保持6%以上的增速，零售规模可达890亿元人民币。2020年受全球疫情影响，我国玩具和婴童用品行业将会面临诸多难以预料的影响因素，改革发展的形势更加严峻和复杂，并面临很大的挑战。面对众多不确定和不稳定因素，机遇和挑战同在。义乌国际玩具、婴童用品安全与检测技术论坛暨展览会将引导企业积极进行产品结构调整，市场结构调整，提高国际化经营和竞争能力。同时，积极推进数字化转型，继续推动行业实现高质量发展，力争实现玩具和婴童用品行业的平稳增长。并充分利用义乌地利与资源优势与全球目标买家直接接触，建立业务联系并提升出口业绩提供了独一无二的窗口。展会期间还将举办国际玩具、婴童用品安全与检测技术论坛，届时，有来自全国各地企业实验室、第三方机构、科研院所的管理人员、技术人员、企业代表与专业人士齐聚一堂为中国玩具与婴童用品安全保驾护航。本届展览会议的举办旨在把握全球经济形势，推动行业稳健发展，指导企业生产经营，促进出口与内销，引领消费趋势。

The importance of testing services for children's toys safety cannot be ignored. As a major country in toy production and export, China's toy products sell well all over the world, so that China has always attached great importance to the quality of toy products. Relevant data show that in 2019, China's total exports of non-game traditional toys reached USD 31.14 billion, a year-on-year increase of 24.2%, and the growth rate increased by 19.7 percentage points over the previous year. Meanwhile, the total retail sales of toys in the domestic market was 75.97 billion yuan, an increase of 7.8% over the previous year. It is expected that the growth rate will continue to exceed 6% next year, and the scale of retail will reach 89 billion yuan. Affected by the global epidemic in 2020, China's toy and kids products industry will be confronted with a number of unpredictable influencing factors, and the situation of reform and development will not only more severe and complex, but also face with great challenges. In face of so many uncertain and unstable factors, opportunities always be side with challenges. Yiwu International Toys and Baby & Kids Products Safety and Testing Technology Forum together with exhibition will guide enterprises to actively promote the structure adjustment for product and market so as to improve international operation and competitiveness. At the same time, the show will accelerate the digital transformation, continue to push forward the high-quality development of the industry, as well as strive to achieve stable growth in the toy and kids products industry. Besides, it makes full use of Yiwu's geographical advantages and resource advantages to directly contact with global target buyers, and provides a unique window to establish trade relations and improve export performance. During the exhibition, International Toys and Kids Products Safety and Testing Technology Forum will also be held. At that time, managers, technicians, enterprise representatives and professionals from enterprise laboratories, third-party institutions, and scientific institutes across the country will gather together to discuss the safety of China's toys and kids products. The purpose of the exhibition is to grasp the global economic situation, boost the stable development of the industry, guide the production and operation of enterprises, promote export and domestic sales, and lead the consumption trend as well.



时间优势

Time Advantage

义乌玩具展的时间将定于每年的7月召开，对买家有固定参与概念，距离秋季的“义博会”有几个月时间和中国地区所有轻工类展会无任何冲突。无论国外买家和国内贸易观众都有时间安排亲临展会现场，广交会的专业买家也可抽出时间前往展会现场并参考察工厂增加成交率。

The exhibition will be held in July every year, which has formed a fixed concept of participation for buyers. Besides, it is a few months before the "Yiwu Fair" in autumn, and there is no conflict with all light industry exhibitions in China, so that both foreign buyers and domestic visitors have time to arrange to attend the exhibition. In addition, professional buyers of the Canton Fair can also take the time to participate in the exhibition and visit the factory to increase the transaction rate.

地理优势

Geographical Advantage

义乌玩具展的举办场地义乌国际博览中心分别距离上海有三个半小时的车程，乘坐高铁仅需一个半小时。北京和广州每天都有飞往义乌的航班，从义乌国际机场乘坐机场快线到义乌国际博览中心仅需三十分钟的时间；而由火车站乘计程车，只需二十分钟便可将买家带到义乌国际博览中心。

Yiwu International Expo Centre, the venue of the Yiwu International Toys and Baby & Kids Products Expo, is three and a half hours' drive to Shanghai, and only one and a half hours by high-speed railway. Meanwhile, there are daily flights to Yiwu from Beijing and Guangzhou, taking only 30 minutes from Yiwu International Airport to Yiwu International Expo Centre by airport express. If you choose to take a taxi from the train station, it will only spend 20 minutes arriving at the exhibition hall.

产业资源

Industrial Resources

义乌共拥有1900大类消费品/一站式服务、58000中国供应商/零距离接触、400000中日用消费品/全天候展示、下单、外运、结算/一条龙服务。到目前为止，已有工艺品生产性企业1868家、商业企业5064家，全行业年成交额超百亿元、外贸出口额近10亿美元，产品在覆盖国内市场的同时，远销欧美、中东、东南亚等地区的200多个国家。

Yiwu has the rich industrial resources, including one-stop service for 1,900 major consumer goods, procurement platform for 58,000 domestic suppliers, all-weather display of 400,000 Chinese and Japanese consumer goods, and one package service for ordering, shipping, and settlement as well. Meanwhile, there have been 1,868 arts and crafts production companies and 5,064 commercial companies so far. The annual turnover of the whole industry exceeds 10 billion yuan, and the total export value of foreign trade is nearly one billion dollars. Besides, its products not only cover the domestic market, but also are exported to more than 200 countries in Europe, America, Middle East, Southeast Asia and other regions.

买家资源

Buyer Resources

外国常驻义乌的外贸机构有3000多个，采购外商达两万多人，机场外商旅客吞吐量已达20.16万人次年，与100多个国家和地区建立了贸易关系，商品已出口到世界五大洲200多个国家和地区，国际采购团在义乌也纷设采购中心包括沃尔玛、家乐福、宜家家居、易购和联合国难民署等。

There are more than 3,000 foreign trade organizations and more than 20,000 foreign buyers permanently stationed in Yiwu, as well as the foreign passengers throughput of airport have reached 206,600 people a year. At the same time, Yiwu has established trade relations with more than 100 countries and regions all over the world, and its commodities have been exported to more than 200 countries and regions on the five continents of the world. In addition, the international procurement group including Wal-Mart, Carrefour, IKEA, Easy Shop and UNHCR has also set up procurement centers in Yiwu.

展会分会场

Parallel Sessions

义乌玩具展依托义乌-国际商贸城的资源优势，在展会期间利用义乌六个市场和30条专业街作为分会场(共计：150万平米)，展会规模宏大、商品集中、品种齐全!所有买家只要踏入义乌的土地，就进入全球最大的小商品展会现场。

Relying on the resource advantages of Yiwu International Trade City, Yiwu International Toys and Baby & Kids Products Expo makes full use of its six markets and 30 professional streets as parallel sessions with a total of 1.5 million square meters, which has been a large-scale exhibition with a variety of commodities. As long as buyers come to Yiwu, they will enter into the world's largest small commodity exhibition site.

买家渠道

Buyer Channel

展会的客户邀请工作中是在历届展会的基础上进行招商，将印制超过100万份入场券，通过全国各地的工艺礼品城、专业街及生产基地进行派发。以及在广交会、华交会、亚洲博览会等专业展会期间印制该展会的专题报道派发给展商和贸易观众。目前，此次展会还专门成立客户邀请小组，通过参加国际行业大展形式进行宣传和推广，另外，还通过行业门户网站针对北美洲、欧洲、中东、日本、韩国及其他主要出口市场的买家进行宣传(包括环球资源、阿里巴巴、美国贸易站、印度恒动贸易等)。

The invitation of exhibitors is based on previous exhibition. More than 1 million tickets will be printed and distributed in crafts and gifts cities, professional streets and production bases across the country. At the same time, the special report of the show will also be printed and distributed to exhibitors and visitors at professional exhibitions such as the Canton Fair, East China Fair, Asian Expo. At present, the organizing committee plans to set up a customer invitation group to promote the show by participating in international industry exhibitions. In addition, it can help to promote our exhibition and attract buyers in North America, Europe, Middle East, Japan, South Korea and other major export markets with the help of industry portals (including Global Sources, Alibaba, US Trade Station, etc.) to attend the exhibition.



TOYEXPO 2021

2021年07月18日-20日 | 义乌国际博览中心-中国
July 18-20, 2021 | Yiwu International Expo Centre



玩具
Toys

婴童用品
Baby & Kids Products



幼教用品
Early childhood
education supplies



品牌授权
Brand licensing



展出大类 | Major Exhibits

- 玩具**：填充类、木、竹类、婴幼儿玩具、塑胶电子玩具、塑胶非电子类、新科技模型、机械玩具娃娃（公仔）类、益智类、充气类、户外及运动用品、电子游戏类、礼品类及其他玩具类等；
- 婴童用品**：婴儿手推车、学步车、摇篮、婴幼儿玩具及游戏用品、三轮车、自行车；滑板车、溜冰鞋、童床、婴童家具、床上用品及饰品、餐椅、哺育用品、童装、鞋帽及配饰、清洁洗护用品、汽车安全座椅、提篮、婴儿礼品及纪念品、电动骑乘车、童车配件、婴童图书、教育产品、婴装、鞋帽及配饰、孕装、内衣及配饰、育婴电器、安全产品、旅行产品、其它相关机构及产品；
- 幼教用品**：幼儿教育软件、故事机、角色类和表演类玩教具、点读笔、儿童画板、点读机、遥控玩具、艺术教育类用品、幼儿园床上用品、新型白（黑）板、乐器、幼儿园餐具、绘画用品用具、橡皮泥、动画音像制品、幼儿园各类教材、多媒体视听设备、AR早教卡、AR+VR教育产品、幼儿园接送系统、幼儿图画书、儿童绘本、书籍教育软件、早教类教材、绘画和涂色书、启蒙图书、立体书、图画书/识字卡片、插画书、儿童读物、动画卡通、玩具游戏图书、幼儿园清洁设施及产品等；
- 品牌授权**：卡通动漫、运动休闲、文化艺术、公司品牌、流行时尚、影视娱乐、网络游戏、名人名牌、知名学府等类别；
- 其他**：相关服务机构、电商平台及媒体等。

•**Toys**: stuffed toys, wooden toys, bamboo toys, baby toys, plastic electronic toys, plastic non-electronic toys, new technology models, mechanical toys and dolls, educational toys, inflatable toys, outdoor and sporting supplies, electronic game, gifts and other toys, etc.

•**Baby & Kids Products**: strollers, baby walkers, cradles, baby toys and games, tricycles, bicycles, scooters, skates, baby cribs, baby and kids furniture, bedding and accessories, dining chairs, nursing supplies, children's clothing, shoes, hats and accessories, cleaning products and toiletries, car seats, baskets, baby gifts and souvenirs, electric bicycles, accessories and baby books, educational products, baby clothes, shoes, hats and accessories, pregnancy clothes, underwear and accessories, baby care appliances, safety products, travel products, other related institutions and products.

•**Early childhood education supplies**: early childhood education software, story machines, role and performance play aids, point reading pens, children's drawing boards, point reading machines, remote control toys, art education supplies, kindergarten bedding, new white (black) boards, musical instruments, kindergarten tablewares, painting supplies, silly putty, animation and audio-visual products, kindergarten textbooks, multimedia audio-visual equipment, AR early education cards, AR and VR education products, kindergarten shuttle system, child picture books, children's picture books, book education software, early education textbooks, drawing and coloring books, enlightenment books, pop-up books, literacy cards, illustration books, children's books, animated cartoons, toys and games books, kindergarten cleaning facilities and products, etc.

•**Brand licensing**: cartoon and animation, sports and leisure, culture and art, company brand, fashion, film and television entertainment, online games, celebrity brand, well-known colleges and others.

•**Others**: related service organizations, e-commerce platforms and media.

参展费用 | Participation Fees

•国际标准展位：

A：国内企业 9800.00/展期(RMB) 3m×3m B：国外企业 3200.00/展期(USD) 3m×3m

每个标准展位包括(包括：三面白色壁板、中(英)文楣牌制作、铝合金洽谈桌一张、折椅二张、地毯满铺、展位照明、220V/1电源插座一个、废纸篓一个。)

注：双开口展位两个起订，在5月1日后预定展位将加收20%的展位费用。

•室内光地：

A：国内企业 1000(RMB)/平方米 B：国外企业 320(USD)/平方米

注：(最少36平方米起租)“光地”只提供参展空间，不包括展架、展具、地毯、电源等。

本届展会特设协办单位，预知详情请向组委会索取资料。

•International Standard Booth:

For overseas enterprise: USD 3200/Expo, 3m*3m

Each standard booth consists of 3-sided white wallboards, Chinese& English fascia board, 1 consultation desk, 2 folding chairs, fully-floored carpet, booth lighting system, 1 power socket 220V/5A, and a waste basket .

Note: Standard booths with 2 facades are booked for two, and it will be charged 20% of the booth fee after May 1st.

•Indoor Raw Space:

For overseas enterprises: USD 320/sq.m.

Note: The raw space(minimum 36 sq.m.) only supplies a show space excluding power supply, lights, carpet, and other things.

It is specially set up the co-organizer in this exhibition. Please contact the organizing committee for more information.

参展程序 | Exhibition Process

•按要求填好"参展回执表"并传真至展会主办单位。

•参展的所有费用分两种方式支付：一期支付即合同签署或展位确认后3天内支付所有费用；二期支付即合同签署或展位确认后三天内支付总金额的全款的50%，余额在展览会开幕前30天付清。

•在确认展台后，主办单位将向参展公司寄发《参展商手册》，手册包括展馆介绍、展品运输、展台设计搭建、住宿安排、物品租用等有关信息。参展商必须按要求填好手册中的有关表格，并于截止日期前交回主办单位。

•展位分配按"先预订交费，后落实确认"的原则。

•Fill in the "Application Form" and fax it to the organizer committee.

•Booth fees for exhibitions can be paid in two ways: the first phase of the payment is to pay all fees within 3 days after the contract is signed or the booth is confirmed, the second phase payment is to pay 50% of the total payment within three days after the contract is signed or the booth is confirmed, and the balance is paid 30 days before the exhibition opens.

•After confirming the booth, the organizer will issue the "Exhibitor Manual" to exhibitors, which includes the information about the transportation of exhibits, the design and construction of the exhibition stand, the arrangement of travel and accommodation, and the rental of articles. Exhibitors must fill in the relevant forms in the manual as required and mail to the organizer committee before the deadline.

•The principle of booth allocation is " first book and pay, then confirm".

预定展位 | Booth Reservation

请立即预订“2021义乌玩具展”展位，越早预留位置越佳，争取最大曝光率，领先竞争对手，开拓无限商机。

如欲订2021义乌玩具展采购交易会展位，或了解更多信息，请发电子邮件至info@ywfair.cn或通过以下联络方法，预订展位。

Please book the booth of Yiwu International Toys and Baby & Kids Products Expo 2021. The sooner you reserve , the better position you will get. The exhibition can help you to increase exposure rate, stay ahead of the competitor, and open up unique business opportunities.

To reserve the booth of Procurement Fair of TOYEXPO 2021 or learn more information, please contact:

E-mail: info@ywfair.cn