



toy&edu
CHINA



baby&stroller
CHINA



licensing
CHINA

7 – 9.4.2025

Shenzhen World Exhibition &
Convention Center (near the airport)
深圳国际会展中心 (宝安新馆)

Shenzhen International Toy and Education Fair
第37届国际玩具及教育产品(深圳)展览会

Shenzhen International Stroller, Mother and
Baby Product Fair
第16届国际童车及母婴童用品(深圳)展览会

Shenzhen International Licensing and
Licensed Product Fair
2025国际授权及衍生品(深圳)展览会

Greater Bay, greater play
共聚大湾区 重构新格局



messe frankfurt

Guangzhou Li Tong Messe Frankfurt Co Ltd



Guangdong Toy Association

Guangdong Toy Association



1,400

exhibitors
展商
(2023)



130,000 sqm
平方米
gross exhibition space
总面积 (2023)



70,836
buyers
名观众
(2023)

Comprehensive product offerings under one roof 覆盖全品类产品

Multiple toys
各种类型玩具



Educational products
教育产品



Strollers & ride-ons
婴儿手推车及童车



Mother & baby care
products
母婴用品



Home living & lifestyle
for babies & kids
婴童家居生活用品



Baby and
children fashion
婴童服饰



Wooden and paper toys
木制、纸板类玩具



Licensing and
licensed products
授权及衍生品



Top reasons to exhibit at the 2025 fairs 五大展会优势

- ▶ 30+ years accumulation of buyer resources and networks
累积超过三十年行业买家资源
- ▶ First and largest platform for these sectors in South China in the first half of 2025
2025上半年首个国内大型专业商贸平台，助业内展商占领先机
- ▶ Meet a wide variety of quality buyers at China's main manufacturing hub
位于全球玩具制造中心，面向国际、国内及大湾区买家
- ▶ Take advantage of China's Greater Bay Area development
立足大湾区，推动业界品牌化及创新发展
- ▶ Synergy of three concurrent shows
三展联动，缔造跨界新机遇

Contact us 联络我们

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