



baby & stroller
CHINA

Shenzhen International Stroller, Mother and
Baby Product Fair

8 – 10.4.2024

Shenzhen World Exhibition &
Convention Center (near the airport)

Your next step into
a greater future of
baby products

www.chinababyfair.com



 **messe frankfurt**

Guangzhou Li Tong Messe Frankfurt Co Ltd

 **Guangdong Toy Association**

Guangdong Toy Association

Leading baby product fair in South China

Baby & Stroller China is the largest trade platform of its kind in South China, helping industry players expand into the Chinese baby product market. Following its relocation in 2019 to Shenzhen, the fair provides participants with an even more effective platform for business and information exchange, while facilitating new business opportunities in this fast growing market.



About the co-organisers

Guangdong Toy Association

Established in 1988, Guangdong Toy Association (GDTA) is one of the most reputable organisations for the toy industry in Guangdong province of China. Its members come from a diversity of professions ranging from manufacturers, sales, researchers, and education professionals.

messe frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a portfolio of over 50 trade events in 13 major cities, Messe Frankfurt (HK) Ltd, a subsidiary of the Group, provides high-quality platforms for companies wishing to expand or improve their business in China and Asia.

Why join the fair?

Excellent timing

The fair date is right in China's peak sourcing season, coinciding with the market's purchasing and preparation activities for the top sales periods of Labour Day and Children's Day.



Enormous scale with a long history

The largest comprehensive trade show for toys in South China. The fair has been held in China for over 30 years, and has become a "must visit" for industry players from home and abroad.



Synergy of concurrent shows

Three fairs will feature over 2,100 toy, baby product and licensing brands, aiming to promote cross-industry exchange and development.



Opportunity

In 2022, the scale of China's maternal and child consumer market was estimated at RMB 5.7 trillion. This growth was driven by supportive policies and evolving market demand, which is expected to continue driving the industry. In fact, by 2024, the market size is projected to surpass RMB 7.6 trillion. (Source: iiMedia Research Center's 2022 report on new retail industry research).

2023 fair review



130,000

sqm gross exhibition space



1,400+

exhibitors from
6 countries & regions



2,100+

exhibiting brands

(Figures include Toy & Edu China and Licensing China)



Product groups



Strollers & ride-ons



Home living & lifestyle for babies & kids



Mother & baby care products



Baby and children fashion



Baby food & healthcare products

Exhibitors' feedback

“We have been exhibiting at the show for six or seven years, and this time we are showcasing several brands from the baby and licensed product sectors, as well as creative STEAM products. We hope to open up more opportunities in the Chinese market through the fair. We used to be more in the export business, but now we can also reach out to more domestic distributors. We received good feedback during the show and have connected with many new clients, including international buyers such as from Canada and Indonesia, and local buyers from Foshan and Qingdao. We will exhibit again next year.”

Ms Emily Cheung, Executive Director, Everite Transworld Limited, Hong Kong, China



“We participated this year to promote our brand, connect with our regular clients, and introduce our company and products to new customers. After a few years' hiatus due to the pandemic, this marks our first exhibition since travel restrictions have eased. The results have been very promising, with large crowds present throughout the fairground. The fair's excellent location also proved advantageous, as it has helped us attract customers from Hong Kong. Compared to previous years, international trade is experiencing a rapid recovery.”

Mr Summer Xia, Brand Director, New Time Technology Ltd, China



“This is the seventh time we have participated here and we have received enquiries from different sales channels from all over the world. It is an important window for us to showcase ourselves to the public, and find new cooperation opportunities with many industry players and downstream customers. Since the show has relocated to Shenzhen, its reach and influence have only grown, allowing us to gain even more brand recognition. We will continue to exhibit at the show.”

Ms Xue Yu, General Manager, Babybean International (HongKong) Co Ltd, Hong Kong, China





Visitor profile

70,836 visitors from 67 countries & regions.

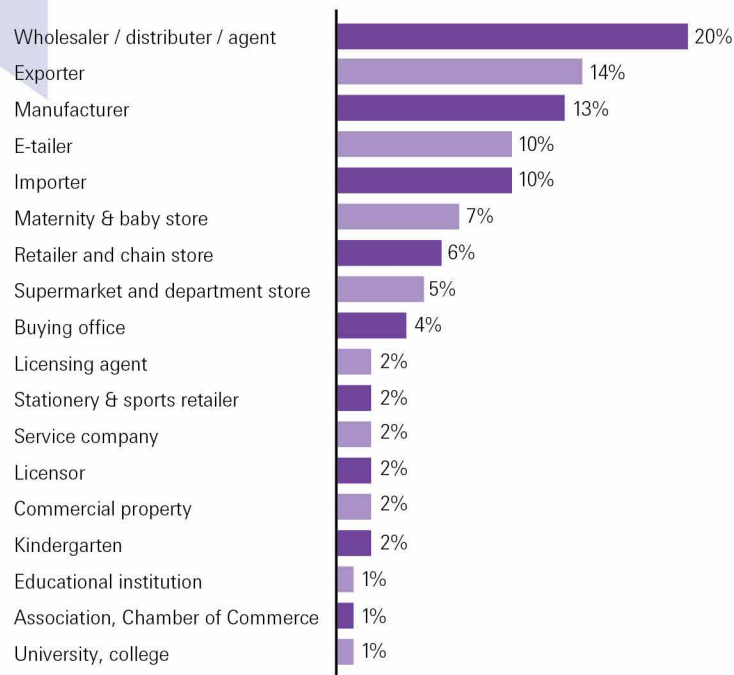
97% of visitors were satisfied with their visit.

85% of visitors played a decisive, collective or consultative role in purchasing decisions.

89% of visitors plan to return in 2024.

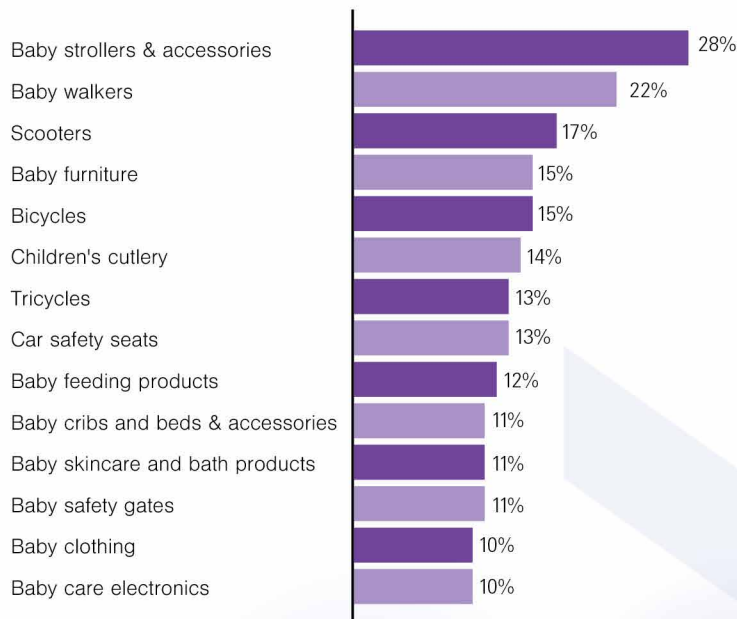
(Figures include Toy & Edu China and Licensing China)

Visitors' business nature



(Total percentage is over 100 because of multiple selections)

Visitors' interests by product groups



(Total percentage is over 100 because of multiple selections. Product groups below 10% are excluded)

Past buyer highlights





Extra brand exposure for your business



Forums and seminars: a collaborative platform for industry players to discuss market trends and exchange ideas.



Promotion event: promote your brand or product at a tailor-made event. Pre-event promotion and logistic support also available.



KOL livestreams: amplify your product exposure beyond the show floor via influencers' livestreams.



VIP tour: introduce your company to a group of targeted and premium buyers.



Promote your business via our network

Overseas media

Database: **170+** countries & regions

Advertisements & press releases: **30+** media



and more...

Chinese media

Database: **30+** regions

Advertisements & press releases: **20+** media



and more...

Direct marketing



SMS broadcasts



Direct e-mailing



Telemarketing



Online marketing



Social media

KOL live streaming

Promote your latest products to an attentive online audience.



Fair facts

Date

8 – 10 April 2024

Venue

Shenzhen World Exhibition & Convention Center

Address

1 Zhancheng Road, Fuhai St, Bao'an, Shenzhen, China

Admission

Free-of-charge. For trade visitors only.

Organisers

Guangdong Toy Association
Guangzhou Li Tong Messe Frankfurt Co Ltd
Messe Frankfurt (HK) Ltd

Contact

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www.chinababyfair.com

Subject to change, as of June 2023

Cost

Participation fee

Standard booth

RMB 1,900 / sqm (min 9 sqm)

Raw space

RMB 1,450 / sqm (min 36 sqm)

10% surcharge on corner booth

Follow us on social media



10% early bird discount*
*submit application form and
full payment before 20 December 2023

