

Fact sheet



 baby & stroller
CHINA

8 - 10.4.2024

SHENZHEN, CHINA

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|------------------------------|---|---|--|
| Fair Name | Baby & Stroller China 2024 – The 15th Shenzhen International Stroller, Mother & Baby Product Fair | | |
| Fair date | 8 - 10.4.2024 (Mon - Wed) | | |
| Location | Shenzhen World Exhibition & Convention Center No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China | | |
| Exhibition space | 130,000 sqm (2023, including Toy & Edu China and Licensing China) | | |
| Exhibitor | 1,400 (2023, including Toy & Edu China and Licensing China) | | |
| Visitor | 70,836 (2023, including Toy & Edu China and Licensing China) | | |
| Product groups | Strollers & ride-ons Baby strollers & accessories Baby walkers Bicycles Car safety seats Powered ride-ons Scooters Tricycles Mother & baby care products Baby care products Baby feeding products Baby skincare and bath products Baby oral care Baby diapers Baby wipes Maternity products Nursing/breast-feeding pads & accessories Maternity clothing | Home living & lifestyle for baby & kids Baby toy Baby cribs/beds & accessories Baby bed linen & accessories Baby safety gates Baby furniture Baby cutlery Home living Houseware Gifts Home textile | Baby and children fashion Baby bibs Baby clothing Baby footwear Baby accessories Baby food & healthcare products Baby food Baby nutritional supplements Baby juice Infant formula Others Media Associations |
| Fringe programme | The New Channel of Business Matchmaking Between the Maternal & Child Health Service Industry and Toy & Baby Products Onsite Business Matching Service | | |
| Participation fee | Standard booth: | RMB 1,900 / sqm (min. 9 sqm) | |
| | Raw space: | RMB 1,450 / sqm (min. 36 sqm) | |
| | (Additional fee: 10% additional fee for corner booth) | | |
| Visitor admission fee | Free-of-charge. For trade visitors only. Persons under 16 will not be admitted. *Open to public on the last day | | |

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Organisers

Guangdong Toy Association

Guangzhou Li Tong Messe Frankfurt Co Ltd

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