

# 2022深圳玩具博览会

产品名称	2022深圳玩具博览会
公司名称	申贸会展—参展报名/参观咨询
价格	12000.00/个
规格参数	展会信息:2022法兰克福玩具展
公司地址	浦东新区(详细请咨询客服)
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## 产品详情

深圳玩具及教育产品展（原广州国际玩具展）被誉为“中国玩具市场风向标”，是每年一度的行业盛宴。同期举办深圳童车及母婴童用品展、深圳授权及衍生品展。过往2021年3月举办的上届展会是全球首个国际性大型专业玩具展，参展商数1413家、专业观众数82481人（同比增长34%），均创历史新高！展会在不断加强的传统渠道的同时，还帮助展商挖掘更多跨界发展机会（如邀请电商、母婴渠道、书店、连锁便利店、教育机构、儿童乐园、主题公园、礼品领域等专业买家到会）。上届展会主办方特别针对直播电商、社交电商、跨境电商等为首的新兴平台作有效邀请，其中到会跨境电商买家高达9400多人。

2022年，主办方将通过组织特定品类的选品活动，举办推介会等类似活动，继续加强专业观众和跨界观众的邀约力度，着实有效帮助企业拓展多领域的业务。

Welcome to Toy & Edu China 2022: The Largest Toy Show in South China

Our annual Toy & Education fair in Asia is back in 2022 and with a new and improved exhibition featuring the latest toys & games from Hong Kong, China, and beyond. As one of the largest toy markets globally, China's potential industry growth presents huge opportunities for domestic and international manufacturers and buyers alike. From toys to educational games, this year's toy expo will host and attract innovative industry leaders, rising brands, and up-and-coming labels from all around the world.

Greater Bay, greater play

hallway-1

Toy & Edu China (The 34th Shenzhen International Toy & Education Fair) will be held on 30 March - 1 April 2022 at the Shenzhen World Exhibition & Convention Centre. Located right in the centre of the Greater Bay Area, Shenzhen World is set to become one of the largest exhibitions and convention centres in the world. With state-of-the-art exhibition halls and food & beverage facilities, this marks our second consecutive year hosting the toy fair at the brand-new world-class venue. The annual exhibition attracts industry leaders and visitors from all over the globe, and this year will be no exception.

As the largest toy exhibition in South China, Toy & Edu China is a one-stop platform for global industry insiders to get a foothold into the huge China toy market. The 2021 toy fair successfully hosted 1,413 exhibitors from 13 countries and regions across 130,000 gross sqm, with 82,481 visitors from countries and regions including Hong Kong, China, and more. The exhibitors who participate in our toy fair, which features toys and games, are given the opportunity to showcase their latest work to buyers from the Greater Bay Area and attendees worldwide.

2022深圳国际玩具展/2022深圳教育产品展览会

展览时间：2022年3月30日-4月1日

地址：深圳国际会展中心（宝安新馆，近机场）

新形势、新格局

如今全球玩具市场线上化发展已成大势！跨境电商发展蓬勃是外贸出口新增点，而直播电商、社交电商等也有效拉动内销市场。各类电商正重塑玩具贸易新格局。

新发展、新期待

深圳玩具展掌握丰富的买家资源，在不断加强与传统渠道邀约的同时，还帮助展商挖掘更多跨界发展机会（如邀请电商、母婴渠道、书店、连锁便利店、教育机构、儿童乐园、主题公园、礼品领域等新兴渠道的\*\*买家到会参观采购）。以电商为例，传统电商、直播电商、社交电商以及跨境电商都是主办方的邀约重点（2021年展会，到会跨境电商买家就高达9400多人）。

2022年，主办方将通过组织特定品类的选品活动，举办推介会等类似活动，继续加强专\*观众和跨界观众的邀约力度，着实有效帮助企业拓展多领域的业务。

深圳玩具展渠道资源丰富的优势凸显，无论是内销还是外贸，都将会给参展商无限机遇。期待业界2022年再聚首！

### 【展览范围】

各种类玩具：电子电动、塑胶玩具、木制、纸板类玩具、娃娃、布毛绒玩具、积木、拼插玩具、儿童活动及运动产品、骑乘玩具、智能玩具、模型玩具、DIY玩具、音乐玩具、教育产品、幼儿教育产品、电子早教产品、幼教游乐设施、教玩具科教STEM/STEAM产品：教学用具（普通教具、幼儿教具）、幼儿园用品、特殊教育用品教育出版物：动漫授权及衍生品、动漫IP授权、授权衍生产品、文创授权、品牌授权、运动授权、名人授权

### 【参展费用】

标准展位（9m<sup>2</sup>）：人民币12,000元（注：角位加收附加费10%）

光地展位：人民币1050元/m<sup>2</sup>（少36m<sup>2</sup>）（展馆另收特装管理费及垃圾清洁费）