



ONLINE AT [TOYSMILANO.PLUS](https://www.toysmilano.plus) FROM MARCH 8 TO APRIL 14, 2023

PREVIEW IS LAUNCHED: THE NEW "DIGITAL" PROJECT WAITING FOR TOYS MILANO

PREVIEW, is the new service created to preview **EXCLUSIVELY** some of the collections and new products that will be presented by the companies for the coming season, right at the event that will take place in Milan at the Allianz MiCo of fieramilanocity.

Milan, March 2023 – Building on the huge success from all players involved, **TOYS MILANO** presents the "PREVIEW" service, online from **Wednesday, March 8**, and active until **Friday, April 14, 2023**.

A little more than a month before the in-person event (April 16 and 17, 2023), the new digital appointment debuts with more than **120 brands**, ready to present to all registered buyers the novelties - in view of the Christmas market - from the world of games and toys, but also stationery, carnival, decorations, party and early childhood, with its dedicated **Bay-B** section.

*"This is the first step towards the main event," says **Maurizio Cutrino, Director of Assogiocattoli and of Salone Internazionale del Giocattolo**, "dedicated to industry operators, a new matching opportunity that completes the experience and business opportunities and well represents our concept of creating events in 2023!"*

PREVIEW, is a free service that always focuses on human contact even during digital fairs, offering the opportunity for a tailor-made experience and ensuring real interaction with staff. For this reason, a "**concierge function**" a direct and constant support for all participants will be available on the platform throughout the whole time.