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HUGE SUCCESS FOR THE 6th EDITION OF TOYS MILANO & BAY-B NEXT APPOINTMENT ON 12 AND 13 MAY 2024

With some 4,000 trade visitors in attendance, the two-day business-oriented event in Milan recorded an excellent +25%, confirming the unstoppable growth of the event. So much so that the exhibition spaces have been increased for the 7th edition.

Awarded the best companies with the 'Gioco per Sempre Awards' and announced Assogiocattoli's participation in the 'Golden Links' charity project of Intesa San Paolo and Caritas.

Milan, April 2023 – It was the **biggest edition ever**, breaking all records: attendance up by **+25%**, companies present by **+14%**. The surface area dedicated to the **235 brands** on display came to over **12 thousand m²**. And given the immediate sell-out, in 2024 there will be at least **18 thousand**. Now in its **6th edition**, thanks to this remarkable performance, [Toys Milano & Bay-B](https://www.toysmilano.com) confirmed to be the one and only **business-to-business** event dedicated to **toy** and **early childhood** markets, but also **stationery, carnival, festivities and party**. Growing exponentially year after year, it has now established itself as a must-attend event for all insiders, the place to be for all stakeholders.

Indeed, between **16 and 17 April**, from **Allianz MiCo** at **fieramilanocity** as many as **3,830 buyers, retailers, commercial agents and opinion leaders** from all over Europe, **Italy** in primis, passed through. In such an energetic context, it is the **early childhood** sector, with the **Bay-B** division, that has increased its exhibition presence most at the fair thanks to a remarkable **+53%** compared to the previous edition. Numbers also confirmed by the most recent market data analysed during the interesting **workshops** and **talks** scheduled: the **infant** sector closed 2022 on a positive note with **+3.5%** (source: GfK), while the **toys** market boasts an excellent Q1 2023 thanks to a remarkable **+4%** (source: Circana) that bodes well for Christmas.

*"In addition to thousands of **business-oriented** meetings crucial for **sell-in** – says **Maurizio Cutrino, Director of Salone Internazionale del Giocattolo** and **Assogiocattoli** – during [Toys Milano & Bay-B](https://www.toysmilano.com) the first **Award Ceremony of the Gioco per Sempre Awards** was also held: the recognition dedicated to companies that have distinguished themselves throughout the year for creativity, sensitivity and efficiency, one of the many activities that we have been carrying out with Assogiocattoli for years thanks to the **Gioco per Sempre** campaign, the project that supports the **culture of play** and supports the **seasonal adjustment** of a market that is often tied to classic festivities".* As many as **70 companies** between manufacturers and distributors of games and toys operating on the Italian market were nominated. It was assigned by a jury of industry **experts**, who cast their votes and established the **14 winners - 11 categories plus 3 special prizes** - of the **Gioco per Sempre Awards 2023**.

[Toys Milano & Bay-B](https://www.toysmilano.com) was also the occasion to announce **Assogiocattoli's** adherence to the charity project **Golden Links: ties are golden**, the **Intesa Sanpaolo** solidarity initiative realised in collaboration with **Caritas Italiana** that promotes the distribution of basic necessities, including toys, to families and people living in poverty. The first concrete gesture was made by the almost **160 exhibitors** who, at the end of the event, donated part of the products on display. And this is just the beginning!



Elisa Zambito Marsala, Intesa Sanpaolo's Head of Social Valorization and University Relations, confirms that: *"Assogiocattoli's adherence to the Golden Links project is a source of pride and great satisfaction for us because it confirms the effectiveness of a choice we have been making for many years now: to work in a network, to create increasingly broad connections between the profit and non-profit worlds, to give life to valuable initiatives to combat poverty and inequality in the country. This project of ours, built together with the IMI Corporate & Investment Banking Division, with a circular approach, which recovers industrial surpluses to generate social*

inclusion through a systemic action between the Bank, client companies, Caritas Italiana and the diocesan Caritas networks, today conquers a new space dedicated to childhood, donating toys, a good now considered primary, to children in a more fragile state".

[Toys Milano & Bay-B](#) doesn't stop and continues with the digital event: those who for geographical or time reasons were unable to attend the in-person edition will be able to count on the fully **online** edition [Toysmilano.plus](#): for the **4th year** in a row, the **platform** - running **from 8 to 19 May** - will be packed with special content, presentations, exclusive interviews and insights also from the live event.

Organised by **Salone Internazionale del Giocattolo** in cooperation with **Assogiocattoli**, [Toys Milano & Bay-B](#) since 2006 it has become a must, a rendez-vous not to be missed for any reason. The dates to mark in the agenda in anticipation of the **7th edition** are **Sunday 12** and **Monday 13 May 2024**. Impossible to miss!