



**A new chance to extend and increase business opportunities!**

## **TOYS MILANO PLUS: ALL SET FOR THE 4TH DIGITAL EDITION**

*Toys Milano & Bay-B, strengthened by the latest success of the live edition, doesn't stop and continues with the digital appointment.*

**Milan, May 2023** – For the 4th year in a row, **Toysmilano.plus** is back with its online matching platform running from Monday 8 to Friday 19 May 2023. The event, organised by **Salone Internazionale del Giocattolo** in cooperation with **Assogiocattoli**, makes available to all trade operators in the **games** and **toys** sectors, but also **stationery, carnival, decorations, parties** and **early childhood** (with the dedicated Bay-B section), a appreciated service that will bring together the most important players in the market, extending business opportunities by two more weeks, thus allowing those who for geographical or time reasons were unable to attend the live edition or simply those who want to catch up on information and contacts.

Companies will have a reserved area to present products, offers and much more, so that accredited national and international buyers (who accounted for more than 70% of participants at the previous edition) can discover all the novelties proposed by the registered brands and increase business.

*“Toys Milano Plus breaks down geographic and time boundaries, says **Maurizio Cutrino, Director of Salone Internazionale del Giocattolo and Assogiocattoli**, a tool that consolidates the synergies between the physical and digital worlds, which is now essential and crucial in the strategies of all companies. Considering the feedback from previous editions, we have decided to insist on and invest again in this channel, which will allow us to increase relationships , business, advantages and opportunities, without losing the value and characteristics that have made Toys Milano such a successful event.”*

**To participate, you need to register on the platform ([www.toysmilano.plus](http://www.toysmilano.plus)) and wait for your profile to be validated.**

**Online appointment from 8 to 19 May 2023!**