



Press release

TOYS MILANO & BAY-B: THE 6th EDITION IS COMING

An exponentially growing event for thousands of trade professionals - from all over Italy and abroad - ready to meet live with hundreds of companies. An appointment that cannot be missed: the dates to block in your diary are Sunday 16 and Monday 17 April 2023, the location to attend is the Allianz MiCo of fieramilanocity. This will be followed by www.toysmilano.plus/en/ the full digital version scheduled from 8 to 19 May 2023.

Milan, December 2022 - As many as **350 brands** are present, representing **137 companies**.

An exponential growth for an appointment that, from 2006 to today, has become a must. And the more than **3 thousand** professionals positively involved in the previous edition are yet another confirmation of this. It is with these excellent premises that, between **Sunday 16 and Monday 17 April 2023 at the Allianz MiCo of fieramilanocity**, the 6th edition of Toys Milano & Bay-B will be held, the only B2B event dedicated to operators in the toy and early childhood sectors, as well as stationery, carnival, festivities and parties. In the meantime, to deceive the countdown, **storytelling & previews**: the protagonists of the two-day event will tell their stories on www.toysmilano.com/en/ thanks to exclusive interviews with interesting previews.

Organised by **Salone Internazionale del Giocattolo Srl** in tandem with **Assogiocattoli**, [Toys Milano](http://ToysMilano.com) & [Bay-B](http://Bay-B.com) has now become "the place to be" for all stakeholders in the toys market and beyond. There will be plenty of opportunities for discussion on the programme: in addition to hundreds of business meetings, there will be various **workshops and in-depth discussions** in collaboration with leading partners and guests, unique opportunities to understand the direction of the market and learn how to anticipate it thanks to precise studies of the latest market data and careful analysis of current and future trends.

Those who will not be able to attend live due to geographical or work-related reasons will be able to count on the next edition of the fully online [Toysmilano Plus](http://ToysMilanoPlus.com) for the **4th year** in a row, the digital platform will be active **from 8 to 19 May 2023** and will be packed with special content, videos, previews, presentations, interviews and in-depth reports of all kinds, also taken from the live event.

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