

7th EDITION



TOYS & BABY MILANO

May 12-13, 2024 • ALLIANZ MiCO

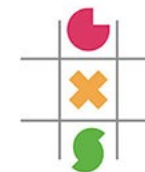
toysbabymilano.com



SALONE
INTERNAZIONALE
DEL GIOCATTOLO



ASSOGIOCATTOLI



Gioco
per
sempre.





INTERNATIONAL TRADE SHOW

Ready to business!

In the heart of Milan, **TOYS & BABY MILANO** is a privileged meeting showcase for professionals from the game, toy, early childhood, stationery, carnival, festivities and party sectors, enriched by some moments of professional in-depth analysis.

The event, now in its **seventh edition**, is organised by **Salone Int. del Giocattolo** in cooperation with **Assogiocattoli**.



**a unique and innovative
event**



«THE PLACE TO BE»

the concept

TOYS & BABY MILANO is a high added value meeting point between companies and buyers, to increase and consolidate their brand awareness in a dynamic and prestigious setting that offers an engaging experience for the visitor. It takes place over two days (Sunday and Monday) at the **Allianz MiCo, Milan Congress Centre**, the ideal place to realise business and lay the foundations for new collaborations.

Participating **companies** have specially designed **pre-equipped spaces** where they can display their flagship products in the run-up to Christmas 2024 and receive their guests and buyers.

Buyers benefit from important facilities for their stay in Milan and can participate in the organisation's programme of training and business meetings.

The offer is completed with **TOYS & BABY MILANO PLUS**, the parallel **digital** edition that proved to be a valuable **matching platform**, capable of bringing international operators together, creating new business opportunities.



[VIDEO HIGHLIGHTS](#)
[\(WATCH HERE\)](#)



«THE PLACE TO BE»

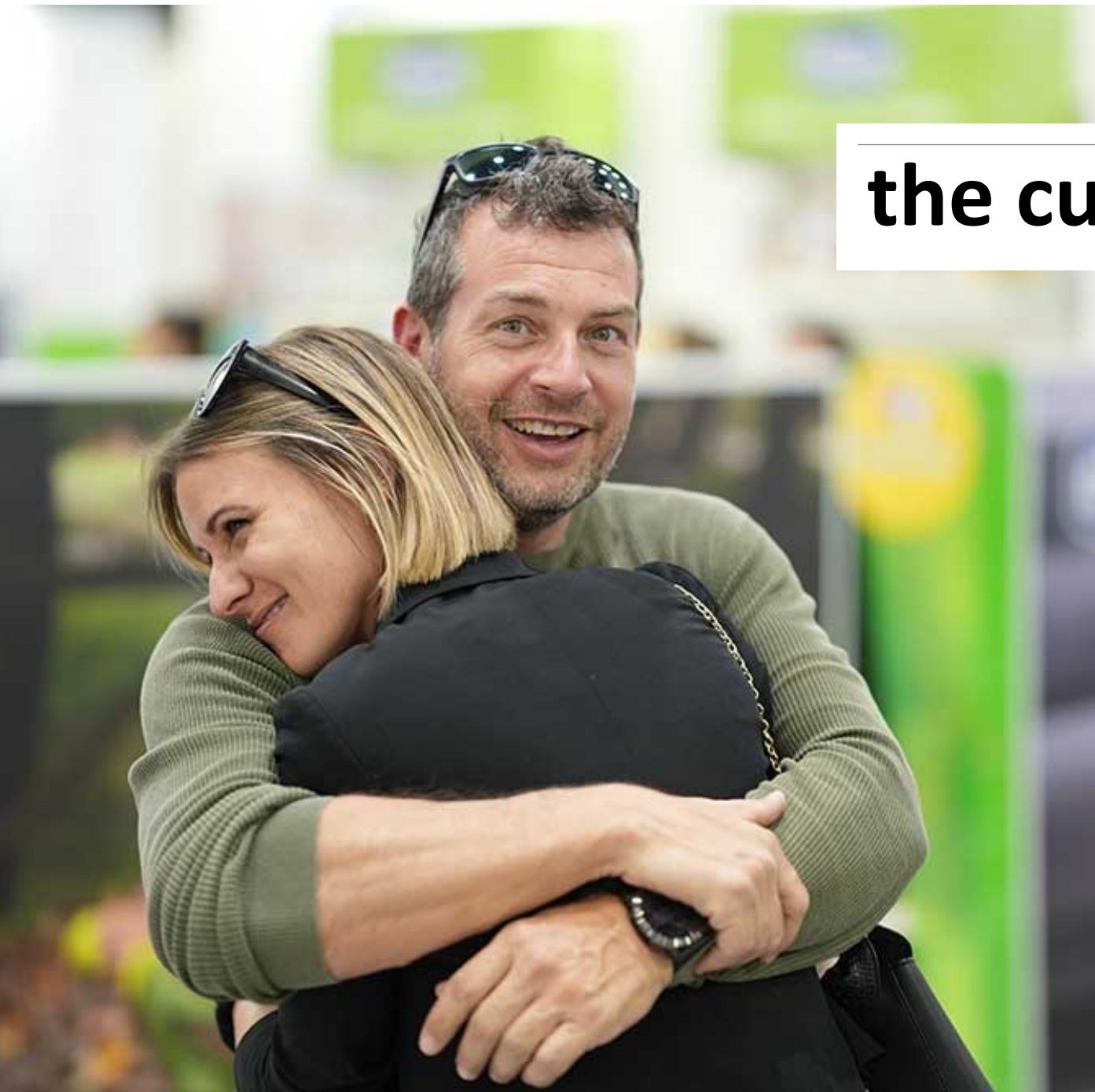
the customer at the «centre»

These are some of the key features of TOYS & BABY MILANO, which made it a very popular event for both exhibitors and buyers:

- **simple formula:** pre-equipped spaces and low costs;
- **buyer care** (dedicated concierge service);
- **communication and targeted promotion** focusing on the professional visitor;
- **ideal product mix** among the sectors represented.

Among the confirmations for the next edition:

the maintenance of **Sunday** between the days of the fair, so as to make it possible for shopkeepers to enjoy the event at its best and at their leisure; the **Award Ceremony of the 'Gioco per Sempre Awards'**, the Assogiocattoli awards that recognise the commitment of companies in the sector that have distinguished themselves in the conception and realisation of marketing, communication and product activities carried out in 2024.





«THE PLACE TO BE»

early childhood area

The sector dedicated to the world of early childhood is constantly growing and hosts the most important and interesting brands on the market. The aim is to become more and more a point of reference in Italy and worldwide.

At TOYS & BABY MILANO, companies will present their products to an audience of insiders in order to seize new business opportunities.

"From cots to prams, high-chairs to changing tables, baby carriers, baby bottles, car seats, breastfeeding, baby first meal, clothing, accessories and much more."





«THE PLACE TO BE»

the participants

Manufacturers, importers and distributors of:



Games, toys,
modelling



Childcare and early childhood
articles



Clothes, textiles, breastfeeding
and accessories



furniture and complement



Party, decoration and festivities
articles



Carnival and Halloween
articles



Drawing items



at a glance...

AT A GLANCE

data from the last edition

During the two days in attendance at the MiCo South Hall of fieramilanocity, **Toys & Baby Milano** recorded a total of **3,830 attendees** (+25% compared to 2022) of buyers from **36 countries**.

Apart from Italy, the most present foreign countries were (in descending order):

Slovenia, Spain, Switzerland, Belgium, UK, Germany, Poland, Croatia, Holland, France.

+25%
VISITORS

36
COUNTRIES

YEAR	ATTENDANCES
2023	3.830
2022	3.064
2019	1.992
2018	1.494
2017	1.212
2016	837

	ITALY TARGET AUDIENCE	INTERNATIONAL TARGET AUDIENCE
TOYS STORES	33%	11%
EARLY CHILDHOOD STORES	33%	22%
GD-GDO-GARDEN BRICO	2%	
E-SHOP	6%	6%
STATIONERY	3%	1%
BOOKSHOP	3%	
CHAINS	3%	
DISTRIBUTOR - WHOLESALER	10%	55%
OTHER	7%	5%

VISITORS TIMELINE

ATTENDANCES

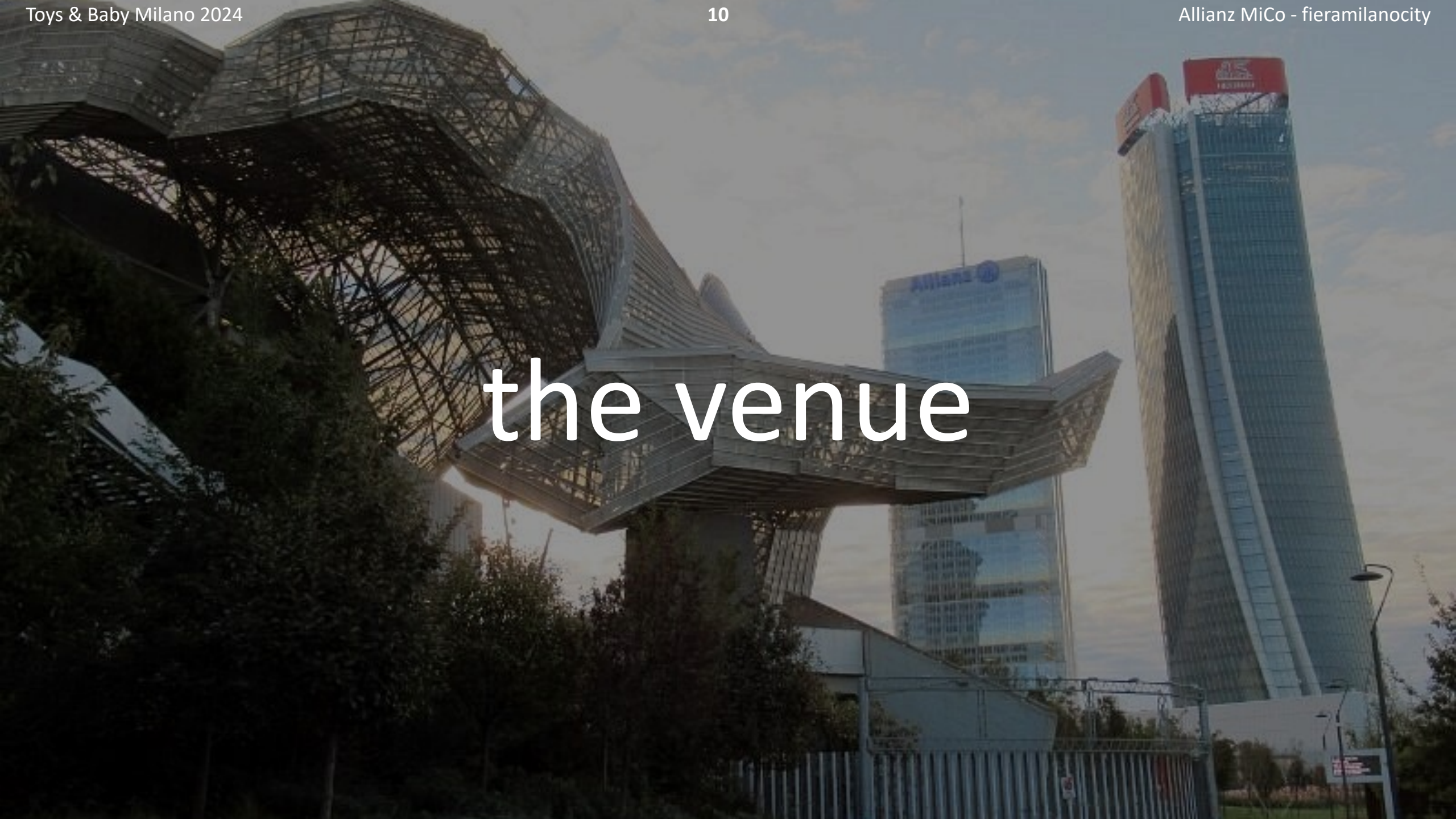


AT A GLANCE

the main characters



the venue





THE NEW VENUE

A central, modern, efficient space where business meetings are best conducted.

A NEW hall with its 16,200 m² ready to host the 2024 edition, even more versatile, capable of responding to both the need for more exhibition space by companies and the expansion of common areas for greater security.



MiCo, the exhibition centre located in the Portello district, in the new Citylife urban hub, the residential and commercial complex designed by architects Arata Isozaki, Daniel Libeskind and Zaha Hadid.

«More space for your products!»



there is also a PLUS,
100% digital





ADDITIONAL EDITION THAT ADDS VALUE TO THE CLASSIC EDITION

digital «alter ego»



TOYS & BABY MILANO PLUS is our digital edition: synergetic, complementary and not a substitute, an additional business opportunity that offers the possibility of extending the visibility of your brand for another two weeks, thus exploiting the possibilities offered by the web.

The 2023 edition recorded a total of **2,195 attendances** (equal to 1,953 unique visitors) and **11,974 viewed pages**.

THE NEXT ONLINE EDITION:
27 May – 7 June 2024



[FULL REPORT
\(CLICK HERE\)](#)

A person with long brown hair is seen from behind, holding a smartphone. The phone screen displays a website with the word 'MILANO' and various colorful icons. The background is a trade show booth with a white wall featuring the word 'MILANO' in blue letters and colorful abstract shapes. The overall scene is dimly lit, with the phone screen and the person's hand being the primary light sources.

packages and services

PACKAGES AND SERVICES

storytelling

Toys & Baby Milano provides a well-regarded free **interview service**.

Storytelling is an additional **communication asset**, through which companies will be able to tell the stories, curiosities and novelties behind their brand. Interviews conducted in two languages (Italian and English) will be published in preparation for and on the occasion of the seventh edition on the event website and promoted through the official social channels.

And to do this best we will be helped by Daniele Caroli, a great professional and connoisseur of the world of games, toys and early childhood.

Daniele Caroli started working as a journalist in 1970, working until 1985 in the music industry and later in consumer electronics. As Editor-in-Chief of the trade magazines “Il Giornale dell’Infanzia” (1994-2018, childcare articles) and “Giochi & Giocattoli” (2000-2013, toys), he was President of BCMI (Baby Care Magazines International, 2004-2007) and ITMA (International Toy Magazines Association, 2008-2012), which group B2B magazines from all over the world.

- *Between 2018 and 2020, he worked as International Managing Editor at the childcare magazine “Parents’ Choice”, published in Moscow in English and Russian. Since 2004, he has been called on numerous occasions to serve on the jury of the Kind + Jugend Innovation Award and has been a member of the TrendCommittee of the Spielwarenmesse since 2013.*





PACKAGES AND SERVICES

a «turnkey» space



Example of a 3x3 pre-equipped space



Example of a 63 m² pre-equipped space



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