



**TOYS MILANO PLUS:
A BIG WIN FOR THE ON-LINE EDITION OF TOYS MILANO,
THE B2B EVENT SPECIALIZED IN TOYS AND MUCH MORE**

With 112 participating companies, 350 brands and 2,615 visits, the special edition of Toys Milano, the B2B show specialized in toys and childcare products, closed to a resounding success. This year, the event took place entirely on the Toysmilano.plus digital platform, to comply with the safety regulations surrounding the global pandemic without, however, having to forgo an event so crucial to industry professionals.

Milan, June 26, 2020 – Toysmilano.plus, the on-line event produced by the **Salone Internazionale del Giocattolo**, working closely with **Assogiocattoli**, closed its virtual doors today. To support companies and buyers after the annual physical edition of Toys Milano was cancelled due to the health crisis, the live event was transformed into an all-digital month-long version, conveniently accessible at any time by industry players in the toy, childcare and other sectors.

From May 25th to June 25th, 112 companies, with their **350 brands**, showcased their wares before **2,234 individual visitor-buyers** (23% of international origin) – who, in **2,615 visits viewed 34,403 pages**. Focused on the holidays, they displayed their top-of-the-line Christmas and seasonal products on the **Toysmilano.plus** platform, along with innovations in the world of games, stationery, carnival decorations and party and childcare items, the latter in its own dedicated **Bay-B** section. As at the previous live fairground editions, this special **digital edition** was enhanced with an entire **Get Inspired** section, a custom-designed area where the **Salone Internazionale del Giocattolo**, working closely with its strategic partners – **Assogiocattoli, Milano Licensing Day, Internotrentatre, NPD, Kikilab** and **The Playful Living** – provided information, recommendations and in-depth analyses of industry “hot” topics pertinent to these turbulent times.

*We are extremely pleased with this accomplishment – remarked **Gianfranco Ranieri, President of the Salone Internazionale del Giocattolo** – It proves that the decision to not completely abandon the event was a positive one. Indeed, for us, it was of paramount concern to send a message of confidence to a market that, like many, has suffered a terrible beating due to the restrictions imposed by the Covid-19 crisis. To see the companies involved make full use of the multimedia tool we created was an enormous pleasure, and even more satisfying to see how comfortable the buyers were as they did their best to conduct their business. At the same time, we must mention that we are already busy preparing to return, in 2021, to the traditional live event with the typical appointments, meetings and handshakes”.*

Organized by the Salone Internazionale del Giocattolo in partnership with Assogiocattoli, **Toys Milano** is a one-of-a-kind event in Italy, a must for anyone who wants to seek out new business opportunities. For two days, companies display their top-of-the-line products and meet with domestic and international buyers wishing to be informed about the latest innovations in store for Christmas. The event – which also includes the stationery, carnival, decorations and party sectors, as well as childcare, and forays into the world of licensing and brands – is complemented by opportunities for professional updating. Bay-B is also a key player: an exhibit area focusing on childcare as well as an authentic communication initiative to highlight the childcare area within the show itself.