



## PRESS RELEASE

Milan, March 5, 2021

# TOYS MILANO & BAY-B SHIFT TO SEPTEMBER AND DOUBLE

From 26 April to 24 May, after the success of the last edition, we replicate the digital fair Toys Milano PLUS.

In September, with all the safety guarantees, we will finally return to the live fair at MiCo – Milano Convention Centre.

**Milan, March 2021** – The **Fifth** physical edition of [Toys Milano](#), the most important **B2B Italian event**, dedicated to the toys market and with **Bay-B**, to the child care articles scheduled for **Sunday 25** and **Monday April 26**, due to the known force majeure, shift to **September** keeping its venue and modalities. In the meantime, **Toys Milano Plus** is confirmed. The “**digital**” edition, after its debut and the incredible success of the last year, will take place online **from April 26 to May 24, 2021** directly on [Toysmilano.plus](#) platform.

With over **2 thousand Italian and foreign buyers**, more than **150 companies** and **2 days** full of appointments between **workshop** and **previews**, **Toys Milano** and **Bay-B** has become in a few years a real point of reference for all the professional workers in toys and child care fields. The international event, with the complementary stationery, carnival, decorations, festivity and party sectors deprived of their European trade shows, will all find an excellent alternative in **Toys Milano Plus**, the digital edition already scheduled from **26 April to 24 May 2021** on [Toysmilano.plus](#), the official website fresh from a restyling that made it more usable and responsive.

It will not be like being at a fair, but there will be everything you need to start negotiation and organize presentations: as a confirmation, the remarkable success of the last edition with over **2,600 visits** for a total of **34,403 pages views**. **23%** of the unique visits were made by **foreign buyers** from 47 countries.

In order to ensure maximum safety for all the operators, **the physical event** will be held in **September** at **MiCo LAB** (Milano Convention Centre). As a confirmation of this, **Gianfranco Ranieri** – President of the event organizer, **Salone Internazionale del Giocattolo srl**: “*We worked hard hoping to finally meet again physically, but despite our commitment and determination, given the trend and the current situation, we took a responsible and necessary decision for companies, visitors, buyers and media. But we will meet very soon, first online between April and May, then live in September*”.