



12/13 MAGGIO 2024 @ ALLIANZ MICO \ MILANO CONVENTION CENTRE - VIALE SCARAMPO - GATE 4

COMING SOON: THE 7TH EDITION OF TOYS & BABY MILANO!

The exponential growth of this one-of-a-kind event doesn't show signs of slowing down, as it continues to evolve with each passing year. In 2024, Toys Milano will transform into Toys & Baby Milano, broadening its horizons to encompass an array of sectors: from toys and games to holiday and party supplies, as well as stationery and early childhood essentials. All this will be showcased in a new, expansive pavilion covering more than 16,000 square meters, setting the stage to host hundreds of companies and thousands of buyers from across the globe.

Milan, January 2024 – With an impressive **3,830 buyers** from **36 countries**, marking a 25% increase, and **157 exhibitors**, up by 14% of which 77% are Italian and 23% international, the previous edition set a new standard. This unique **B2B event** has seen exponential growth and evolution each year since its inception in 2016. With these strong precedents, **Toys Milano** is set to reinvent itself as **Toys & Baby Milano** in 2024. This eagerly anticipated **makeover**, loudly called for by **industry insiders**, will greatly expand its offerings to include not just **toys** and **games**, **holiday** and **party goods**, and **stationery**, but also a full range of **early childhood necessities** – from cribs to strollers, from high chairs to changing stations, from baby carriers to bottles and baby food, and even clothing and accessories.

Organized by the [Salone Internazionale del Giocattolo](#) along with [Assogiocattoli](#), **Toys & Baby Milano** has now become the place to be for all stakeholders in the industry. An essential date to mark in your calendar: **Sunday, May 12** and **Monday, May 13, 2024** – from 9:30 am to 6:30 pm – at the **Allianz MiCo - Milan Convention Centre** in **Viale Scarampo** (Gate 4), within the **Citylife** urban complex, the huge residential and commercial development just a few steps away from the center and designed by the renowned architects Arata Isozaki, Daniel Libeskind, and Zaha Hadid.

Set in an **expansive new 16,200 square meter pavilion**, the event is gearing up to welcome hundreds of companies and thousands of buyers around the globe. The agenda is rich with opportunities for dialogue, featuring a dynamic **program** still in the works. Beyond the hundreds of **business meetings**, the program already boasts a lineup of **workshops** and **in-depth analyses** in collaboration with leading **figures** and **partners**. These sessions offer unparalleled chances to grasp market directions and get ahead of the curve, thanks to incisive studies of the latest **market data** and thorough analysis of both **current** and **upcoming trends**.

For those unable to attend in person due to geographical or work constraints, there's always the option of the following edition entirely **online**, an additional **business opportunity** that will be hosted on the brand-new [Toysbabymilano.com](#). For the **fifth year** running, the completely refreshed **digital platform** will be active **from May 27 to June 7, 2024**, and will offer an even richer array of **special** and **exclusive content**. This will include videos, sneak peeks, presentations, interviews, and detailed analyses, some of which will also be drawn from the experiences of the live event.

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