



MAY 12/13, 2024 @ ALLIANZ MICO \ MILAN CONVENTION CENTRE – SCARAMPO STREET - GATE 4

TOYS & BABY MILANO: THE 7th EDITION IS COMING SOON

Exponential growth continues for a unique b2b event that evolves year by year. Toys Milano in 2024 becomes Toys & Baby Milano, considerably expanding its range of activities: games and toys, festivities, parties, stationery and early childhood. Everything in a new hall of over 16,000 m², ready to host hundreds of companies and thousands of buyers from all over the world.

Milan, February 2024 – As many as **3.830 buyers** from **36 countries** (+25%) for **157 exhibitors** (+14%), of which 77% were Italian and the remaining 23% foreign, these were the numbers from the previous edition. A **unique b2b event** which has been growing and evolving exponentially year by year since 2016. It is with these excellent forewords that **Toys Milano** in **2024** becomes **Toys & Baby Milano**, a **restyling** loudly demanded by **insiders** that considerably expands the offer: **games** and **toys**, **festivities**, **parties** and **stationery**, but also the entire **early childhood sector**, from cradles to prams, from highchairs to changing tables, from baby carriers to feeding bottles and babies' meals, including clothing and accessories.

Organised by **Salone Internazionale del Giocattolo** in cooperation with **Assogiocattoli**, **Toys & Baby Milano** has become “*the place to be*” for all industry stakeholders. An unmissable appointment to mark in your agenda: **Sunday 12** and **Monday 13 May, 2024** – from 9.30 a.m. to 6.30 p.m. – at the **Allianz MiCo - Milan Convention Centre** in **Scarampo Street** (Gate 4), within the urban hub **Citylife**, the huge residential and commercial complex, close to the city centre, designed by renowned architects Arata Isozaki, Daniel Libeskind and Zaha Hadid. Everything in a **new large hall** of over **16.000 m²**, ready to host hundreds of companies and thousands of buyers from all over the world. There will be plenty of opportunities for discussion in a **programme** in progress that, in addition to business **meetings**, already includes several **insights** in cooperation with **partners** and prominent **guests**, unique opportunities to understand the direction of the market and learn how to anticipate it thanks to timely **studies of the market data** and careful analysis of **current** and **future** trends.

And this is how **Toys & Baby Milano** also becomes a **remarkable communication** and **professional update tool** for all the players involved. A constant evolution driven above all by content, thanks to an interesting programme of **conferences** and **workshops** signed by **BVA Doxa** and **MLD Entertainment** and marked **Kids Marketing Forum**: a unique opportunity to gain all kinds of insights, starting from market data and the related current and future scenarios, including new trends and strategies to ride them.

There is also a **PLUS, 100% DIGITAL**: those who will not be able to attend live for geographical or work-related reasons will always count on the next online edition, an additional business opportunity planned on the new website **toysbabymilano.com/en/**. For the 5th year in a row, the **match making platform** - active from 27 May to 7 June 2024 - will be even richer in special and exclusive content, with videos, previews, presentations, interviews and insights also taken from the live event.

The countdown has already started, on **Toysbabymilano.com** it is already possible to demand free entrance **tickets** and, for the more curious, to scroll through the list of the first **200 brands**. Many others will gradually be revealed, as well as the complete event programme. Stay tuned!

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