



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

WAITING FOR TOYS & BABY MILANO: DIGITAL PREVIEW STARTS THE ONLINE PRE-EVENT ANTICIPATING THE 7TH LIVE EDITION IS ANNOUNCED WITH THE NOMINATIONS FOR THE “GIOCO PER SEMPRE AWARDS” REVEAL

The Toys & Baby Milano digital edition is nothing more than a taste of the live event, an opportunity to discover in advance the brands attending and the novelties that should not be missed, to get in touch with the exhibitors and to schedule appointments.

Milan, March 2024 – Less than two months until the start of [Toys & Baby Milano](#), the one and only Italian **b2b event** dedicated to **games and toys, festivities, parties, stationery and early childhood**. To bridge the waiting time and optimize the timing, the exclusive **Digital Preview** is here: from **Tuesday 9 to Friday 26 April** the digital platform [Toysbabymilano.com/plus](#) will be active, an exclusive place to preview the brands and novelties of the year, to identify the companies of interest at the fair, to start setting the first appointments and maybe even discover all the nominated products that will compete for the **Gioco per Sempre AWARDS**.

This is how the exponential growth path of [Toys & Baby Milano](#) continues, as a true ally always ready to support and strengthen the business opportunities offered to the more than **180 exhibitors**. There will be three highlights: the **digital pre-show** scheduled **from 9 to 26 April**, the **live event** on **12 and 13 May** and, to close on a high note, the **online after-show** available **from 27 May to 7 June**. The intention is to build and make available to industry operators a complete and synergic platform, complementary and not a substitute, an opportunity that marks a new way of doing business keeping up with the times, also exploiting the resources made available by the network. Organized by [Salone Internazionale del Giocattolo](#) in partnership with [Assogiocattoli](#), **Toys & Baby Milano** has by now become a must-attend event for all industry insiders and experts, such that it is already **sold out**. On the other hand, the numbers of the last edition are clear: as many as **3.830 buyers** from **36 countries** (+25%) for **157 exhibitors** (+14%)!

Toys & Baby Milano is not only a **communication and professional update tool** for all players involved, but also a **moment of pure conviviality**. Not by chance, **Sunday 12 May** is scheduled for the **Award Ceremony of the Gioco per Sempre AWARDS**, organized in partnership with the trade magazine TG TuttoGiocattoli.

A highly prized award dedicated to the companies that have distinguished themselves throughout the year for creativity, sensitivity and efficiency, one of the many activities that [Assogiocattoli](#) has been carrying out for years thanks to the [Gioco per Sempre](#) campaign, the project that supports the **culture of play** and supports the seasonal **adjustment** of a market that is often tied to typical holidays. [Unveiled HERE](#) all the nominations for the **2024 edition** of the **Gioco per Sempre AWARDS**: may the best win!