



MAY 12TH /13TH 2024 @ ALLIANZ MICO / FIERAMILANOCITY

TOYS & BABY MILANO: THE 7TH EDITION IS AT THE STARTING LINE

The event, which has been sold out for weeks, is the go-to B2B gathering for the toys and early childhood market, as well as for the holidays, parties, and stationery markets. Breaking all records with exhibitors, anticipated visitors, and square footage occupied, this will be the biggest edition yet. Featuring talks and workshops, the program includes the 'Gioco per Sempre Awards' ceremony and the Kids Marketing Forum, offering insightful discussions on the latest trends.

Milan, May 6TH, 2024 – With **191 companies** confirmed, with 27% of them being international, this edition boasts a remarkable 21% increase in total exhibitors compared to last year. Spanning a **brand-new pavilion** covering **16,000 square meters**, a **43%** rise from 2023, the event promises to be larger than ever. Anticipating over **3,000 visitors**, including key players such as **buyers, retailers, licensors, and industry influencers** from across the globe, the **7th edition of [Toys & Baby Milano](#)** is eagerly awaited. It stands as Italy's only **business-to-business** event, dedicated to the world of toys, festivities, stationery, and early childhood, with a notable **53%** increase in participation this year. Presented by the [Salone Internazionale del Giocattolo](#) in collaboration with [Assogiocattoli](#), **Toys & Baby Milano** will take place on **Sunday, May 12**, and **Monday, May 13, 2024**, from 9:30 am to 6:30 pm, at the **Allianz MiCo - fieramilanocity** located on **Viale Scarampo** (Gate 4).

The **program** is packed with plenty of opportunities for discussion that span beyond business meetings, including **numerous insightful events** organized in collaboration with esteemed **partners and guests**. These sessions offer unique chances to grasp current market trends and learn how to stay ahead of the curve, drawing from thorough analyses of the latest **market data** and careful examination of both **present and future trends**. This is what makes **Toys & Baby Milano** a vital platform for **professional communication and professional development** for attending companies and buyers alike. A constantly evolving fair driven by rich content, highlighted by the exciting new collaboration with **BVA Doxa** and **MLD Entertainment**. As part of the [Kids Marketing Forum](#), they'll be hosting two essential workshops titled "*Exploring the Values of the Italian Kids Market*" and "*Shifting Focus: Understanding the Kidult Phenomenon from Consumer to Fan*". These workshops, scheduled for **Monday, May 13**, from **10:00 am to 1:00 pm**, promise invaluable insights spanning from emerging trends to effective strategies for capitalizing on them.

With approximately **70 companies** in the running, boasting a total of **84 nominated products** across **14 categories** including games, toys, costumes, and gadgets, the 2024 edition of the [Gioco per Sempre Awards](#) (Experts' Panel) is shaping up to be the most competitive yet. This prestigious recognition, dedicated to companies that have demonstrated exceptional **creativity, sensibility, and efficiency** throughout 2023, is one of the flagship initiatives of Assogiocattoli's longstanding [Gioco per Sempre](#) campaign. This initiative aims to foster a culture of play and promote the year-round marketing of products in a market often associated with traditional holidays. The highly anticipated **award ceremony** is scheduled for **Sunday, May 12th**, at **5:30 pm**, and will be hosted by the renowned TV personality **Francesca Valla**.

Thus continues the exponential growth of [Toys & Baby Milano](#), a venture that positions itself as an ally ready to bolster and enhance the business prospects for its 191 exhibitors. Following the success of the **digital pre-show** – held online from **April 9th to 26th** – which drew over **4,271 visits** (including 3,633 unique visitors) and 1,399 from overseas, spanning **72 countries** and garnering **17,485 page views**, the eagerly awaited **live event** is on the horizon. This will be followed by the **online after-show**, available from **May 27th to June 7th**, offering additional insights and networking opportunities. The objective is to continue building a comprehensive and synergistic platform for industry professionals, marking a new era of doing business, embracing the latest trends and harnessing the resources available through the network.