



NEW RECORD FOR THE 7th EDITION OF TOYS & BABY MILANO, WAITING FOR THE DIGITAL EDITION ONLINE FROM 27 MAY TO 7 JUNE 2024

Close to 5.000 buyers attending, the two-day Milanese business-oriented exhibition dedicated to the world of toys and early childhood closed the 2024 edition with an excellent +30% that bodes well for next year. In addition to the 12 events including seminars, conferences and workshops, the best companies were also honoured during the exhibition with the 'Gioco per Sempre Awards'. Those who for geographical or time-related reasons were unable to attend can count on the digital edition [Toysbabymilano.com/en/plus](https://toysbabymilano.com/en/plus) that will be active from 27 May to 7 June with special content and insights from the live show.

Milan, May 2024 – Year after year, edition by edition, the growth of [Toys & Baby Milano](https://toysbabymilano.com/en/plus) doesn't stop, becoming the only Italian **business-to-business** exhibition dedicated to the world of **toys, festivities and parties, stationery and early childhood**. The balance sheet of the **7th edition** proves another **record**: an entirely new hall for a total of **16,000 sq.m.** fully booked, which means an increase of **43%** compared to the 2023 edition; an active participation of **350** different brands represented by **191** companies, **27%** of which from abroad. A **growth in terms of international visitors** of **30%** for an appointment that is a must for trade professionals, "the place to be" for all stakeholders.

Organised by [Salone Internazionale del Giocattolo](https://www.salonegiocattolo.com/) in partnership with [Assogiocattoli](https://www.assogiocattoli.it/), **4.975** buyers attended the two-day exhibition in Milan, **7%** of whom were **international from 40 countries**; in addition, there were many additional **trade agents, conference participants, and opinion leaders**. There were many opportunities for meetings, with as many as **12 events** including **seminars, conventions and workshops** in collaboration with leading partners – from **BVA Doxa** to **MLD Entertainment, Sfera MediaGroup (RCS)** and **Circana** – unique opportunities to understand what the market direction is and learn how to anticipate it thanks to timely studies of the latest **market data** and analysis of current and future **trends**, without forgetting aspects related to product **safety**.

One of the highlights was the **Gioco per Sempre Awards Ceremony**: the recognition dedicated to companies that have distinguished themselves throughout the year for **creativity, sensitivity and efficiency** is one of the many activities that [Assogiocattoli](https://www.assogiocattoli.it/) has been carrying out for several years thanks to the [Gioco per Sempre](https://www.giocopersempre.it/) campaign, the project that supports the culture of play and supports the seasonal adjustment of a market that is often tied to traditional festivities. With **69 companies** and **84 products** in nomination among toys, costumes and gadgets, the honours were awarded by a jury of **industry experts**, who cast their votes and decided on the **14 winners** among **11 categories** and **3 special prizes**.

*"We are pleased with the results achieved with this edition, a feeling also shared by all the exhibitors and visitors who actively attended. This achievement is the result of teamwork, close and ongoing cooperation with the companies in order to foster and strengthen the synergy between the various sectors represented"- says **Maurizio Cutrino, Manager of Assogiocattoli**, who adds: "those who for geographical or time-related reasons were unable to attend live can count on the digital edition [Toysbabymilano.com/en/plus](https://toysbabymilano.com/en/plus). The platform will be active **from 27 May to 7 June** and, with the Get*



*Inspired section, will offer **special content, presentations, exclusive interviews and insights** from the live event'.*