



# REPORT 2024



[toysbabymilano.com/en](https://toysbabymilano.com/en)





## SCAN THE QR CODE AND ENJOY THE FEELING AGAIN

IN THIS AREA ARE AVAILABLE: PHOTOS,  
VIDEOS AND OTHER ITEMS THAT  
ANIMATED THE 2024 LIVE EDITION



TOYS & BABY MILANO (International Exhibition organised by Salone Internazionale del Giocattolo in partnership with Assogiocattoli) and TOYS & BABY MILANO PLUS (PREVIEW and PLUS) are unique dates on the Italian scene, unmissable for those wishing to capture new business opportunities.

[toysbabymilano.com/en/](https://toysbabymilano.com/en/)  
[toysbabymilano.com/en/plus](https://toysbabymilano.com/en/plus)







In the heart of Milan, **TOYS & BABY MILANO** since 2016 is a privileged meeting showcase for professionals from the toy, early childhood, stationery, carnival, festivities and parties' sectors, enriched by some moments of professional insight: a unique exhibition in the Italian scene! In a dynamic and prestigious high added value setting, companies present their leading products to sector buyers in order to be informed and updated on all the innovations also ahead of the Christmas season. It takes place over two days (Sunday and Monday) at the Allianz MiCo Milano, Europe's largest conference and events centre, the ideal venue where companies can consolidate their business, strengthen their "brand awareness" and set the foundations for new collaborations.

**There's also a PLUS, 100% Digital!**  
**The version that adds value to the 'classic' edition**

**TOYS & BABY MILANO** is enriched and completed with **two full digital dates**: synergic, complementary and not a substitute, a further opportunity that marks a new way of doing business keeping up with the times, exploiting the resources provided by the network. Through a simple registration procedure, buyers in the sector are accredited to the platform, can view the offerings of registered companies in detail and contact them directly for more information on what is being presented; respectively, companies have the opportunity to highlight their products, add descriptions, and multimedia content.

**DIGITAL PREVIEW**: available one month earlier than the 'live' date, previews and prepares for the visit, offering a taste of the brands and products that will be presented at the exhibition.

**DIGITAL PLUS**: extends the business opportunities by two more weeks, thus allowing those who for geographical or time-related reasons couldn't physically attend or simply want to catch up on information and contacts.



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The aim of this Report is to present the performances on the **seventh edition** of **Toys & Baby Milano** with a focus on the target audience. Will be analysed the results of the two **digital editions (PREVIEW and PLUS)**, as well as the general trend of online access and demographic composition of registered users on the platform, average visit time, and viewed pages. Will also be reported information regarding buyers' interactions and the various available features within the platform.











# TOYS & BABY MILANO 2024: GROW WITH US!

On Sunday 12 and Monday 13 May 2024 Toys & Baby Milano was back with an extraordinary edition, confirming an unstoppable growth: buyers' attendance increased by +30%, attending companies by +21%.

The surface exhibition area reached more than 16,000 sq.m., equal to +43% compared to 2023.

The 2024 edition saw the overall involvement of more than **350 brands**, equal to **191 direct companies** of which 27% were foreign and the participation of **10,478 profiled international buyers** (the total attendances between physical and digital editions).

Toys & Baby Milano, Digital PREVIEW and Digital PLUS are organised by **Salone Internazionale del Giocattolo Srl** in partnership with **Assogiocattoli**, the national Association founded in 1947 that, with around 200 members, represents almost all companies operating in the reference sectors: toys, early childhood products, Christmas decorations, festivities and parties.

▶ **12**  
**EVENTS**  
(SEMINARS, CONFERENCES  
AND WORKSHOPS)

▶ **84**  
**NOMINATIONS**

▶ **14**  
**AWARDED PRIZES**  
(GIOCO PER SEMPRE AWARDS  
2024 - EXPERTS' PANEL)

▶ **350**  
**BRANDS**

▶ **191**  
**DIRECTS COMPANIES**  
(OF WHICH 27% WERE  
FOREIGN)

▶ **10,478**  
**ATTENDANCES**  
OF WHICH: 4,271 DIGITALLY  
(PREVIEW EDITION) OF  
WHICH 33% WERE FOREIGN  
4,975 IN ATTENDANCE OF  
WHICH 7% WERE FOREIGN  
1,232 DIGITALLY  
(PLUS EDITION) OF WHICH  
45% WERE FOREIGN

# THE SEVENTH LIVE EDITION OF TOYS & BABY MILANO

**TERM: May 12-13, 2024**

**VENUE: Milan - Allianz MiCo - fieramilanocity**

**LENGTH: 2 days, 21 hours, 1,260 minutes**





# RESULTS

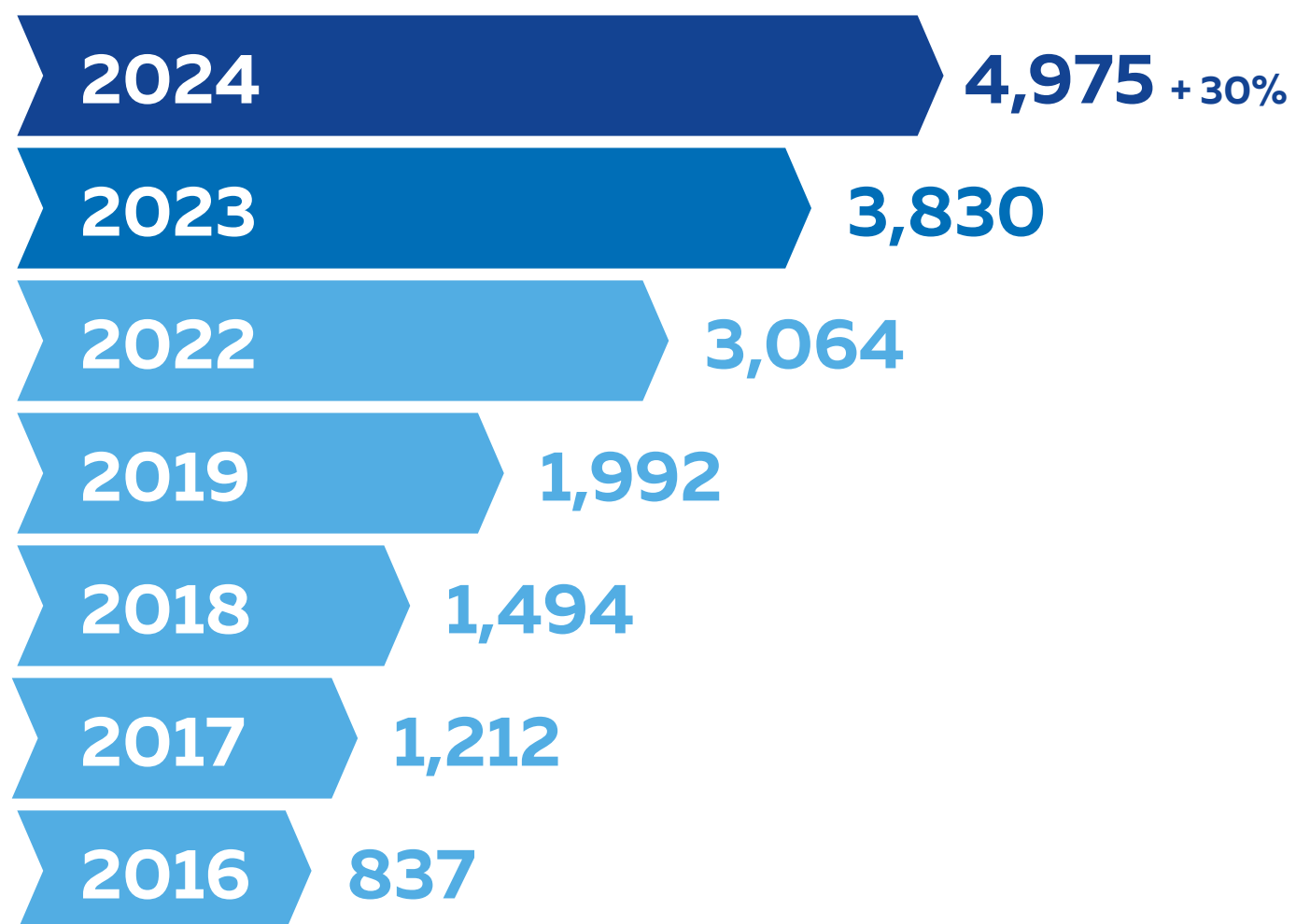
During the two days in attendance held in Hall 3 of Allianz MiCo Milano, Toys & Baby Milano recorded a total of **4,975 attendances of buyers** of which **7% were international** from 39 countries.

Besides Italy, the most present foreign countries were (in descending order): Poland, Slovenia, Greece, Switzerland, Spain, Netherlands, Lebanon, Czech Republic, UK and France.

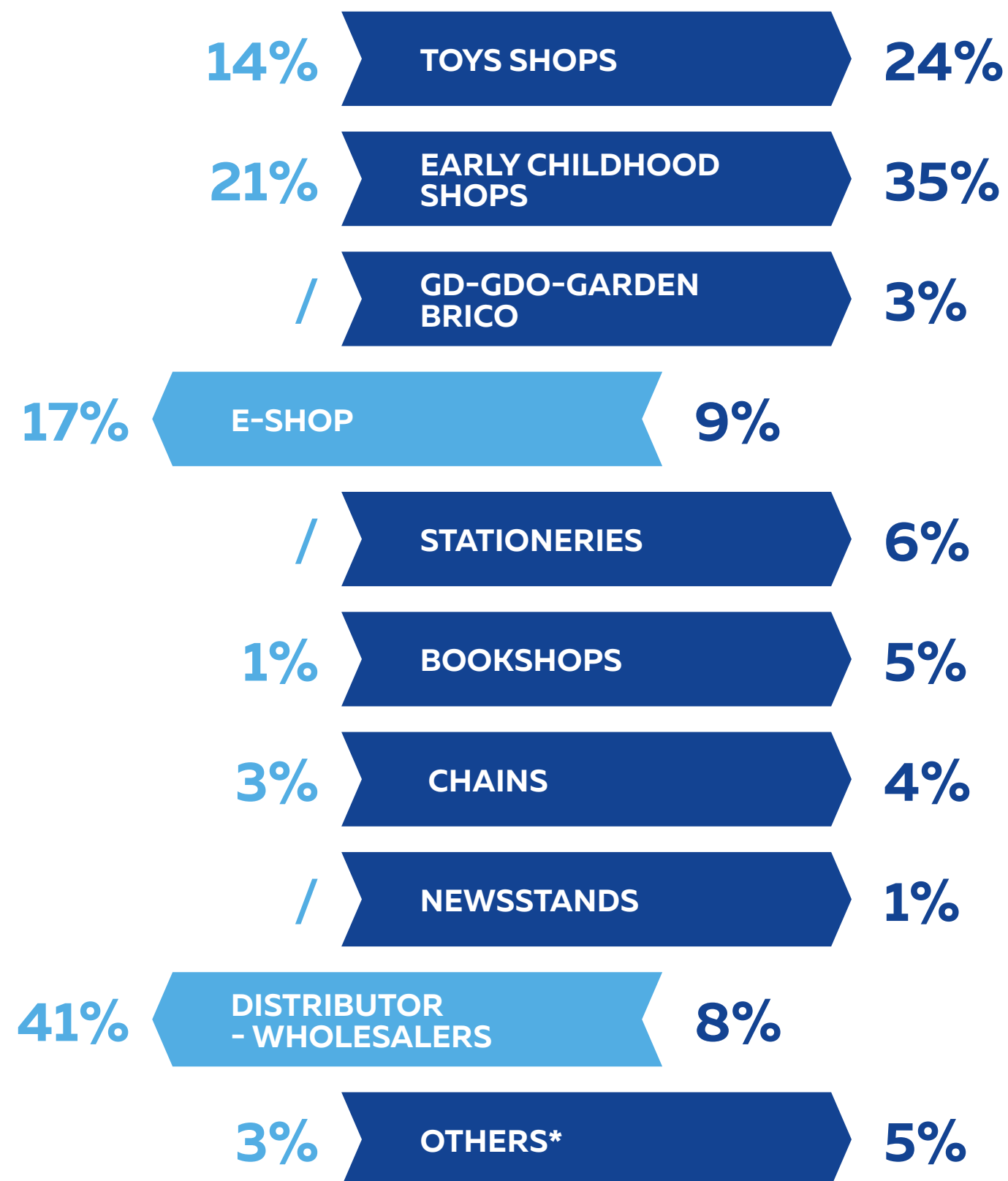
► **4,975**  
VISITORS

► **40**  
COUNTRIES

## VISITORS TIMELINE - ATTENDANCES



## ITALY TARGET AUDIENCE (equal to 93% of total visitors)



## INTERNATIONAL TARGET AUDIENCE (equal to 7% of total visitors)

\* service stations, television sales channels, children's furniture



# DIGITAL PREVIEW

TERM: April 9-6, 2024  
LENGTH: 3 weeks, 18 days, 432 hours,  
25,920 minutes

## RESULTS

During its three weeks of activity, the **DIGITAL PREVIEW** recorded a total of **4,271 visits** (equal to 3,633 unique visitors) and **17,485 viewed pages**.  
33 % of the visits were made by foreign buyers from 71 countries (excluding Italy).

Besides Italy (representing 67% of the total number of unique visits), the most active foreign countries in terms of the number of unique visits were: United States, Netherlands, Finland, France, Spain, Austria, Germany, Poland, UK and Switzerland.

▶ **3,633**  
UNIQUE VISITORS

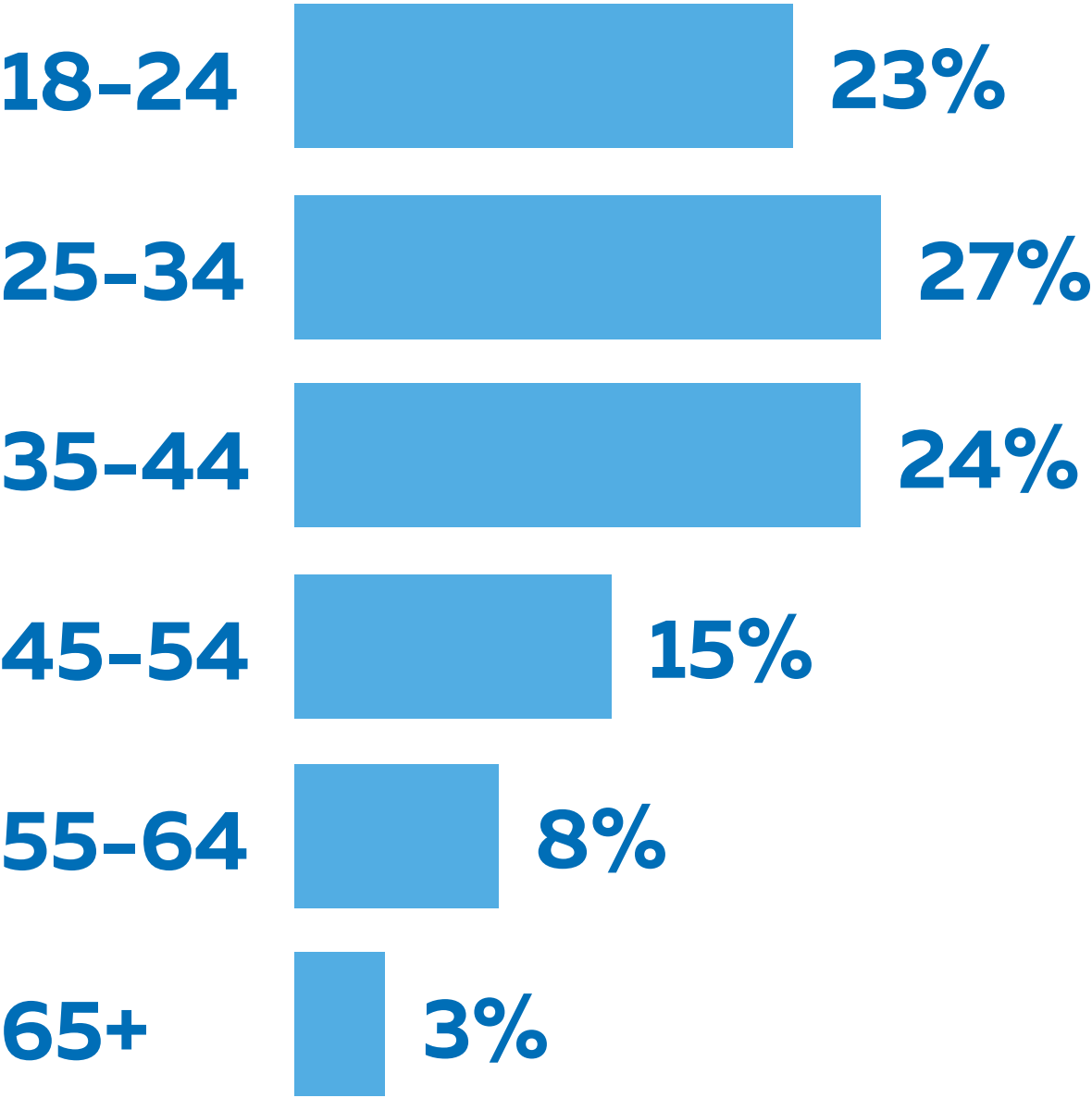
▶ **4,271**  
VISITS

▶ **17,485**  
VIEWED PAGES

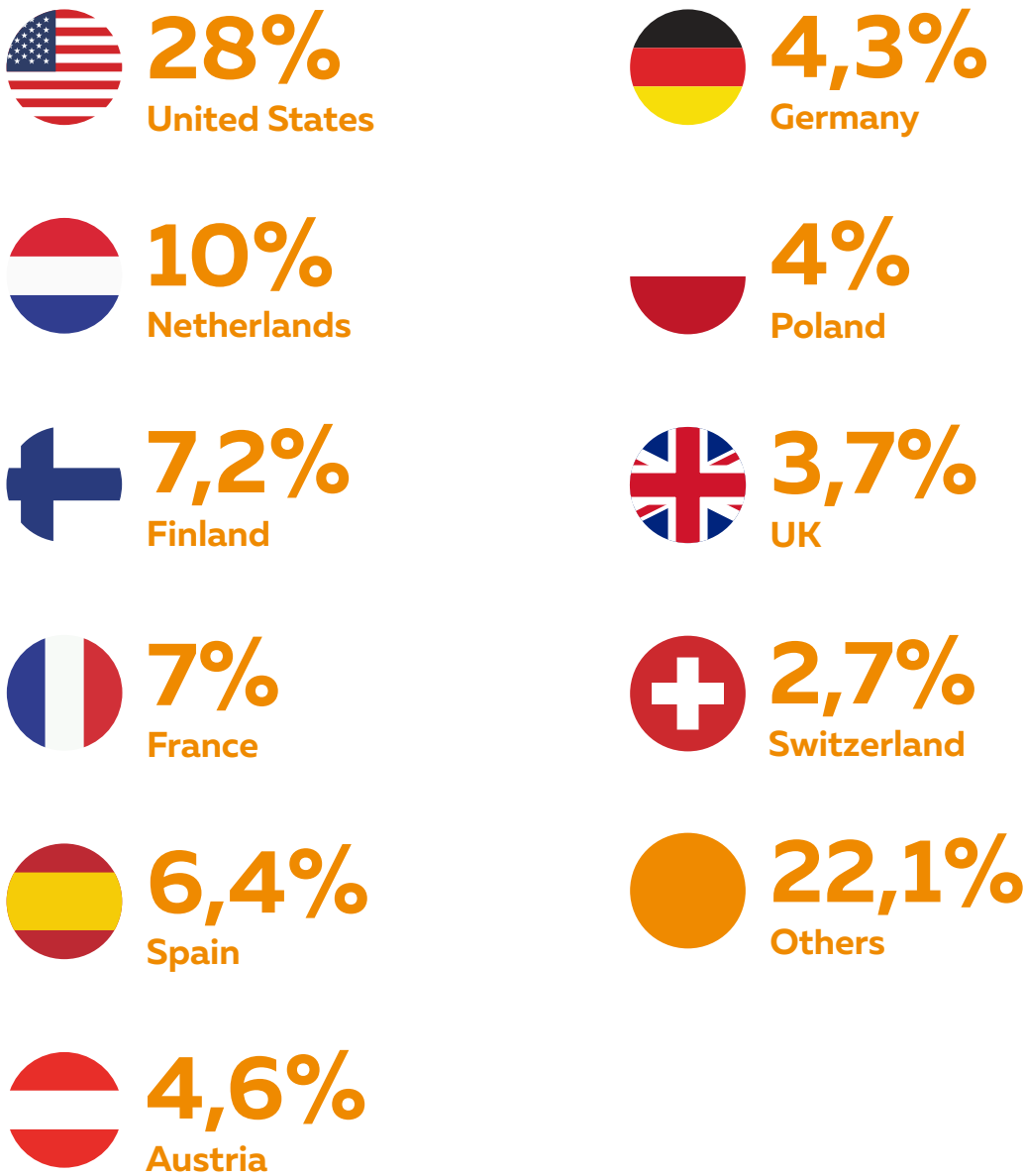


# DEMOGRAPHIC DATA

## ACCESS BY AGE RANGE



# PERCENTAGE DETAIL OF UNIQUE VISITS BY GEOGRAPHICAL ORIGIN



**72 COUNTRIES**  
The online edition was visited by 72 different countries (including Italy).


**33% FOREIGN MARKETS**






# BUYERS' ONLINE BEHAVIOUR AND INTERACTION WITH COMPANIES

Considering the buyers' online behaviour, some important data on the viewing of company pages emerge. On each visit a buyer typically opened an average of **7 company profiles**, spending about 5 minutes and 12 seconds (the highest peaks exceeded 36 profiles over 2 hours and 47 minutes). The buyers' online behaviour was also marked by the sending of **315 messages**, **342 downloads** and **830 direct visits** to the websites and social profiles of the attending companies.

USED DEVICES 		
66% DESKTOP	31% MOBILE	3% TABLETS

VISITS ACQUISITION 		
51% DIRECT TRAFFIC	32% ORGANIC RESEARCH	10% EXTERNAL WEBSITES
4% SOCIAL NETWORKS	SOCIAL NETWORK REFERRALS 57% INSTAGRAM 23% FACEBOOK 20% LINKEDIN	3% EMAILS



FA  
RS  
CE  
PP

## DIGITAL PLUS

**TERM: MAY 27 – 7 JUNE 7, 2024**

**LENGTH: 2 weeks, 12 days, 288 hours,  
17,280 minutes**





# RESULTS

During its two weeks of activity, the **DIGITAL PLUS** recorded a total of 1,232 visits (equal to 915 unique visitors) and 7,041 viewed pages. 45% of the unique visits were made by foreign buyers from 54 countries.

Besides Italy (representing 55% of the total of unique visits) the most active foreign countries in terms of the number of unique visits were: United States, Finland, Holland, France, Austria, Spain, Germany, China, Poland and UK.

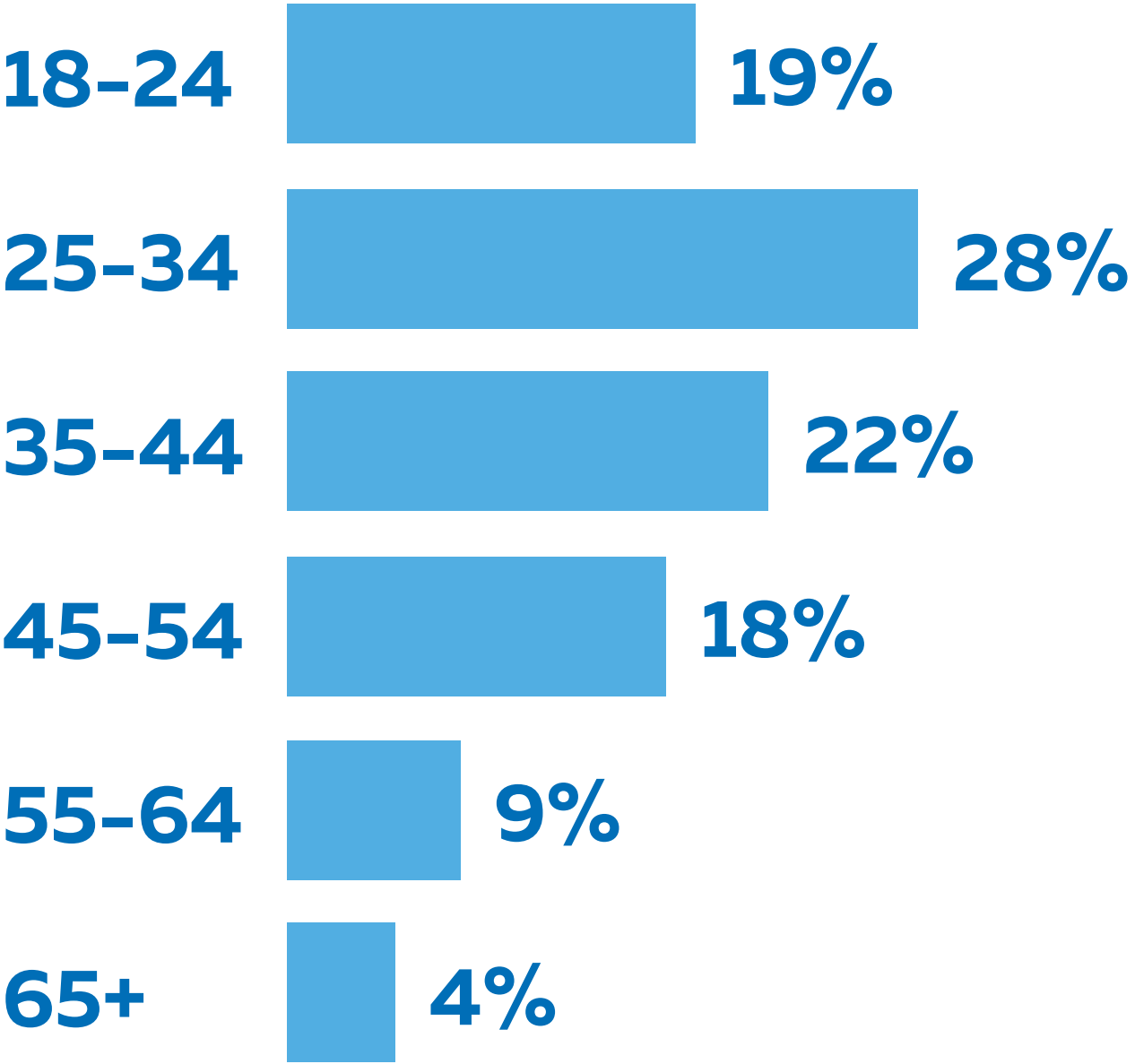
▶ **915**  
UNIQUE VISITORS

▶ **1,232**  
VISITS

▶ **7,041**  
VIEWED PAGES

# DEMOGRAPHIC DATA

## ACCESS BY AGE RANGE



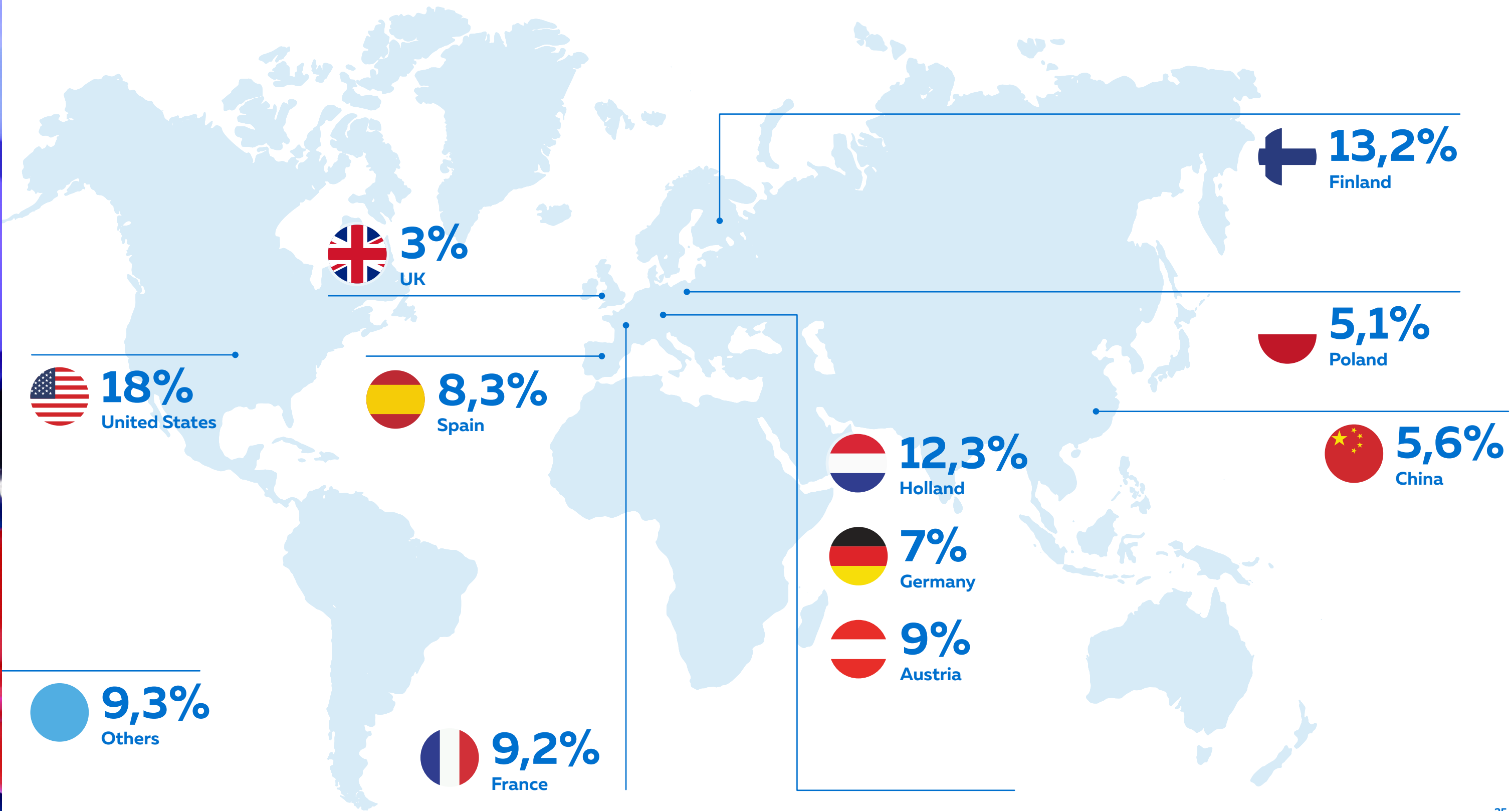


PERCENTAGE DETAIL OF UNIQUE VISITS  
BY GEOGRAPHICAL ORIGIN

55 COUNTRIES

The online edition was visited by 55 different countries (including Italy).


45% FOREIGN MARKETS






# BUYERS' ONLINE BEHAVIOUR AND INTERACTION WITH COMPANIES

Considering the buyers' online behaviour, some important data on the viewing of company pages emerge. For each visit, a buyer typically opened an average of **7 company profiles**, spending around 2 minutes and 45 seconds (the highest peaks were over 24 profiles for more than 2 hours and 3 minutes).  
The buyers' online behaviour was also marked by the sending of **210 messages**, **423 downloads** and **615 direct visits** to the websites and social profiles of the attending companies.

USED DEVICES 		
68% DESKTOP	29% MOBILE	3% TABLETS

VISITS ACQUISITION 		
52% DIRECT TRAFFIC	23% ORGANIC RESEARCH	11% EXTERNAL WEBSITES
9% SOCIAL NETWORKS	SOCIAL NETWORK REFERRALS 57% INSTAGRAM 23% FACEBOOK 20% LINKEDIN	5% EMAILS

# SOCIAL NUMBERS

Toys & Baby Milano, Digital PREVIEW and Digital PLUS choose social networks and especially Instagram, Facebook and LinkedIn and the Marketing Email to promote the corresponding events.

Since 2022, we have been devising and promoting the Storytelling format: short exclusive interviews to some of the main characters of the current edition, published on the exhibition website and shared on related social channels.

## INSTAGRAM



69

DEDICATED POSTS

875

STORIES

## FACEBOOK



63

DEDICATED POSTS

## LINKEDIN



65

DEDICATED POSTS

13,005

IMPRESSIONS

28,745

INTERACTIONS

## E-MAIL MARKETING



54

NEWSLETTER CAMPAIGN

## STORYTELLING

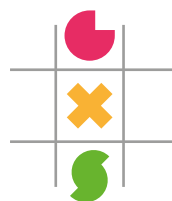


44

INTERVIEWS

Data recorded during the weeks of event promotion





# GIOCO PER SEMPRE AWARDS'

On Sunday May 12, 2024 at 5.30 p.m., with the special hosting by Francesca Valla (the famous TV nanny), took place the Award Ceremony of the second edition of the **'Gioco per Sempre AWARDS 2024' (Experts' Panel)**, organised by Assogiocattoli in partnership with the specialised magazine TG TuttoGiocattoli by Edizioni Turbo. The aim of the initiative is to highlight the new products proposed for the current year and the sector companies that have distinguished themselves in their activities.

**"Gioco per sempre"**, is the project devised and created by Assogiocattoli, which aims to change the paradigm of thinking behind the concept of play at its 360°: a wide-ranging and long-lasting project that started in 2021, an important and socially meaningful year that forced even the youngest children to make major sacrifices.

**"Man doesn't stop playing because he gets old, but he gets old because he stops playing "**

A thought by the Irish writer and Nobel Prize winner for literature George Bernard Shaw, which every future parent should keep in mind, given that from very early childhood play offers benefits on a pedagogical, intellectual and social level. For first-time mothers, this is an entirely new discovery; for those about to have their second child, it is already a certainty. Playing with the little ones and watching them play on their own allows us to discover many talents of the wonderful creatures that are part of our family.



# NOMINATIONS & WINNERS 2024

## PRODUCT CATEGORIES

### Action figures, collectables and playset



#### Bitty Pop! – Funko

Personaggio costruibile di Iron Spider-Man – Lego  
My Hero Academia Buildable Figures – Nice  
Unità speciale – Elicottero – Playmobil  
Linea Stumble Guys – Rocco Giocattoli  
Drago del Capodanno lunare – Schleich

### Fine Arts and Creativity

Crayola Pops – Set Attività 3D Disney Principesse – Binney & Smith Europe  
Color Velvet – Carioca



#### Il laboratorio delle penne – Clementoni

Pati School – Party Creations Starter Kit – Epoch di Fantasia  
Super Paint Lab – Incall  
Flower Market – Il laboratorio dei fiori – Simba Toys

### Constructions

Ball Run Pack – Pastello 106 Pezzi Connetix – Buzz Italia  
Foto Costruttore Mozabrick – Iddax



#### Il cappello parlante – Lego

MEGA Pokémon Pixel Art – Mattel  
Kit costruzioni Stix 60 pezzi Oppi – Selegiochi  
The Cyclone – Toynamics

### Dolls, Collectables and Playset

Irio – Muñecas Arias  
Let's Glo Axolotl – Goliath Games  
Cry Babies Newborn Coney – Imc Toys  
Bambole 80 cm Disney Princess de Frozen – Jakks Pacific  
Recién Nacido Dibuja Emociones – Kreativa Toys



#### Gabby's Dollhouse – Spin Master

### Board Games and Puzzles



#### Escape Room – Viaggio nel tempo – Cranio Creations

#### Taco Dorso Capra Cacio Pizza – Ghenos Games

Harry Potter Flipper Quidditch – Ugears  
La dieta perfetta – Oliphante  
Pyramido – Pendragon Game Studio  
Smart 10 – Red Glove

### Childhood toys



Calzini di stimolazione per bebè – Attipas

#### Marionetta Cappuccetto Rosso Lilliputiens – Juratoys

Carrello primi passi scatola portagiochi elefante – Legler  
Cloud B – Cloud Box – Proludis  
Secchiello 24 pezzi Lalaboom – Selegiochi  
5-in-1 Here I grow stationary activity center – Tiny Love

### Pre-school toys



Banco degli Attrezzi in Legno Tryco – Buzz Italia

#### La mia prima scuola di musica – Headu

Pasti dal mondo – L.A.P.  
Pantaworlds – Meqbem  
Pianeta Cuccioli – Kit di sand painting 3+ – Sabbiarelli  
I miei primi giochi di logica – Millepinguini – Sassi Editore



### Electronic, educational, scientific toys

Artist Hoppstar – Ama Gioconaturalmente  
Coding 101 – Synapsis – Borella  
My Lamp – Liscianigiochi  
La fabbrica delle storie – Lunii  
In missione con Samantha – Quercetti

★ **Bitzee Viola – Spin Master**

### Outdoor and sports toys

Kit Pre Sport – Chicco Artsana  
Playcenter gonfiabile La Sirenetta Disney – Bestway  
Triciclo Colibrino – Colibri  
Linea eolo+ – Italtrike

★ **Splashmatic Arctic 880 – ODS**

Polaris Sportsman PRO Citrus – Peg Perego

### Peluches

TY Squishy Beanies – Binney & Smith Europe  
Waggles Animagic – Goliath Games  
Furby – Hasbro

★ **Lontra coccola & relax – Fisher-Price Mattel**

Fluffie Stuffiez – MGA Entertainment Italia  
Tigre bianca grande – Venturelli

### Vehicles

Lamborghini Revuelto 1:18 – Bburago Italia

★ **MB Sprinter con piattaforma aerea e modulo luci e suoni – Bruder**

Radiocomando Nintendo Mario Kart – Carrera Revell  
Linea Crazy Motors – Djeco  
Silver Wheel Auto Elettriche – ODS  
Exost Phantom Force – Rocco Giocattoli

## SPECIAL PRIZES

### Made in Italy toys

★ **Creagami Cigno – CreativaMente**

Le Bellunesi – Dal Negro  
Palloncini Bluey Happy Birthday / My Little Pony – Grabo Balloons  
Dibattito – Ludic  
Temperamania – Pasuto  
Supermag Tricks Game System – Plastwood Italia

### Sustainable toys

★ **Eco Puzzle – Liscianigiochi**

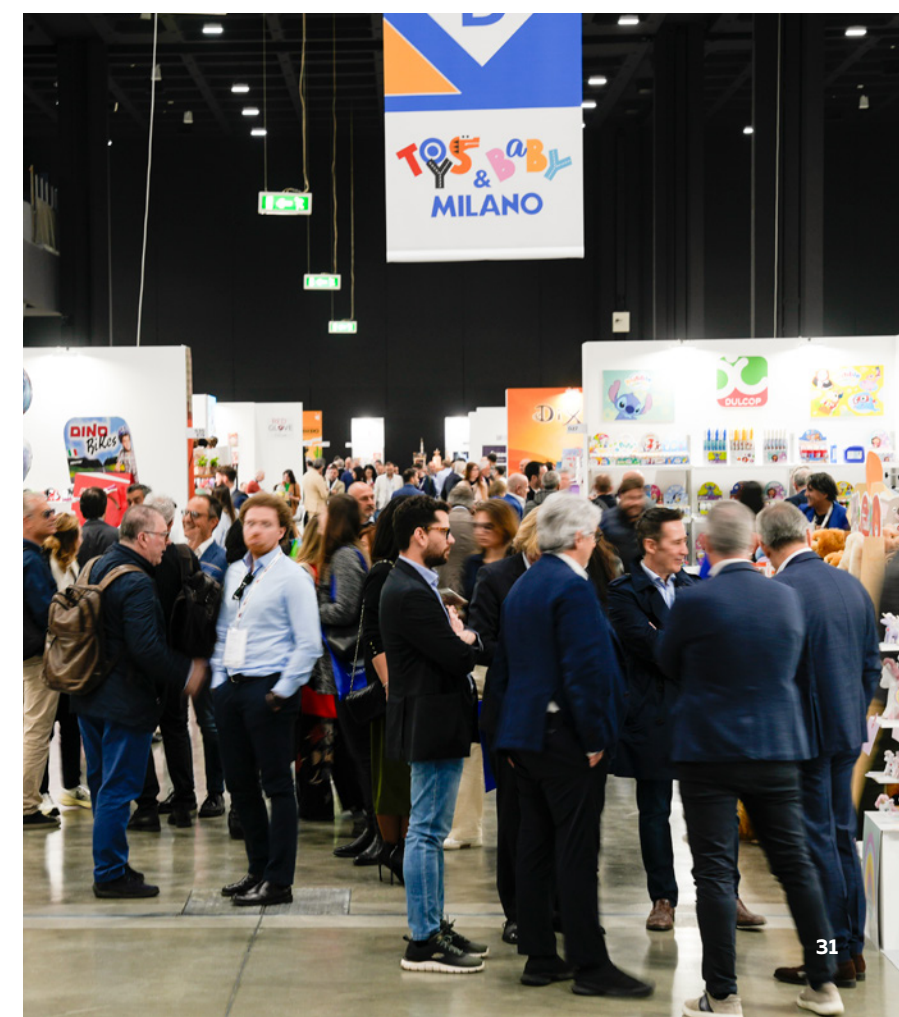
La danza delle Api – Ludattica  
BalanCity – MilaniWood  
Waterfall Ranch – Playmobil  
Casetta Jura Lodge Smoby Life – Simba Toys Italia  
Orso Taffy Play Eco! Play Green! – Venturelli

### Inclusive toys

Frasando – Giochi Tarandus  
Travestimenti Adaptive Disguise – Jakks Pacific

★ **Memo tattile Sensory – Legler**

Miniland Dolls Colorful Edition – Miniland  
Linea costumi Adaptive – Rubie's  
Tutti i colori del mondo – Album per sandpainting – Sabbiairelli



★ **WINNERS  
2024  
EDITION**



# OUTRO: PRESS RELEASE

## NEW RECORD FOR THE 7th EDITION OF TOYS & BABY MILANO

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 have been counted on the digital edition [Toysbabymilano.com/en/plus](https://Toysbabymilano.com/en/plus), active from May 27 to June 7 with special content and insights from the live show.

Year after year, edition by edition, the growth of Toys & Baby Milano 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 in partnership with Assogiocattoli, 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 distin-

guished themselves throughout the year for creativity, sensitivity and efficiency is one of the many activities that Assogiocattoli has been carrying out for several 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 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 – says **Maurizio Cutrino, Assogiocattoli Director**, who adds – 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"*

## TOYS & BABY MILANO PLUS: DIGITAL EDITION

Those who for geographical or time-related reasons couldn't attend live, were able to rely on the digital edition [Toysbabymilano.com/en/plus](https://Toysbabymilano.com/en/plus). The platform was active from May 27 to June 7 (and, with its Get Inspired section, offered special content, presentations, exclusive interviews and insights from the live event).

The two digital editions recorded definitely positive data overall:

**DIGITAL PREVIEW:**  
4,271 attendances, 17,485 viewed pages and buyers from 72 countries (of which 33% were foreign).

**DIGITAL PLUS:**  
1,232 attendances, 7,041 viewed pages and buyers from 55 countries (of which 45% were foreign).



# BRANDS

4KRAFT / KINDERKRAFT
ADAMEX
AFFERZAHN / ERGOBAG
AGENZIA DELLE DOGANE E DEI MONOPOLI
AMA SRL - GIOCONATURALMENTE
ANEX
ANTES BABY / JUNAMA / ELODIE / AMY
ARIAS
ASMODEE ITALIA
ATTIPAS
AZ DISTRIBUTION SRL
BABÙ / BELLINI
BABY AUTO
BABY LOVE 2000 / AVOVA / BABYDAN/BABY EINSTEIN / BO JUNGLE / BRIGHT STARS / INGENUITY / KIDS 2/ LAMAZE / MANDUCA / PLAYSHOES / TRUNKI
BACIUZZI
BAMBOOM
BANWOOD
BBURAGO ITALIA SRL
BEBEROYAL
BIGIEMME SRL
BIGJIGS TOYS LTD
BIMBIDREAMS
BINNEY & SMITH - CRAYOLA, TY, NATTOU, ARCADE
BONTEMPI
BORELLA SRL - L'ORSOMAGO
BORGONOVO
BRITAX RÖMER
BRUDER
BUBBLE & CO
BUZZ ITALIA / CONNETIX
CAM IL MONDO DEL BAMBINO

CAMBRASS
CARNIVAL TOYS SRL
CHICCO
CLAIREFONTAINE / AVENUE MANDARINE / DECOPATCH / MAILDOR / DARWI
COBI
COCCOLIAMO
COCCOLISSIMI
COLIBRÌ / INJUSA
COLLÉGIEN
COLPHARMA - J BIMBI
CRANIO CREATIONS
CREA / LEGO / IF BOOKAROO / LIFESTYLE / PLASTOY
CREATIVAMENTE
CUORICINI
CZECH TOY ASSOCIATION
D-FUN
DAL NEGRO SRL
DANTOY
DB LINE
DE.CAR
DECOCHIC
DEVIR
DIIDO SRL
DINO BIKES
DJECO
DULCOP - BUBBLE WORLD
DV GAMES / GHENOS GAMES
ECOMIKRO / BABY POP
EGMONT TOYS
ENJOY TOYS
ERBESI STORIE DI BIMBI FELICI / HUGS FACTORY
FABA
FDR
FYASA

FLYING DREAMS / FIESTAS GUIRCA
FOPPAPEDRETTI
FREEON / BUBABA / FREE2PLAY / FREE2MOVE
FULGOSI / MOLTO / FISCHERTECHNIK / PAULGUENTHER
FUNLAB / 4M / BONIKKA / BULLYLAND / ERZI / MAKE IT REAL / NIKKO
GIOCA JOUER SRLS
GIOCHI TARANDUS
GIOIA BABY
GIRABRILLA / DIAMANTINY / MOMOMI / PERLINE ABC / PRECIOUS NICE / NICE / NICE MATTONCINI / MAGIC UNICORN / PINK.IT
GP BATTERIES
H.T. ITALIA - HUNGARYTOYS
HAPE TOYS
I.GO DISTRIBUTION / HAUCK
IBS / LEGO / AIR VAL / TM ESSENTIAL / SWITCHU / HI BEAUTY / MINUÁ
IDEA GIOCONDA
IL PIANETA DELLE IDEE / TUCO
IMC TOYS
IN LUDUS
INNOGIO
INTERTEK ITALIA
ISABELLE LAURIER / KEEL TOYS / H&H
ITALBABY
ITALTRIKE
JANE GROUP: JANE & BE COOL
JANOD / LILLIPUTIENS / KALOO
JOIE / NUNA / GRACO
KARACTERMANIA
KIDS LICENSING
KIKADU / 3 KILO ET SEPT / BLADE AND ROSE
KIKKABOO
KINIBA' / BESAFE
KNEEGUARD KIDS / AXKID

KOALA BABYCARE
KOLORKY
KOOBOZOO
KREATIVA TOYS SRL
L'INGLESINA BABY SPA
LA PINGVIN SRL
LENA / ODG
LINEA MAMMABABY
LIPPOLIS MAKER STUDIO
LM CARDS / MOSES / SWORA / TYRRELL KATZ
LORELLI
LUBEX / BABY CARE DIVISION
LUDATTICA
LULABI
LUNII
MAGIKBIKE
MAGMA GAMES
MAMASHY
MANDELLI / SPORT 1
MANICOMIX DISTRIBUZIONE
MAPED / APLI / PLAYCOLOR / COLOP
MAXI-COSI
MAZZEO SRL
MELISSA & DOUG
MELLA KIDS
MEQBEM
MICUNA
MIGLIORATI E BAMBOLE DEI SOGNI
MINILAND
MISS NELLA
MIZU BABY
MODELLI UGEARS
MONI TOYS
MOULIN ROTY
MR J TOYS&MORE / WANGE / SMART-J

MR. TIGGLE / BOATILUS / BOBUX
MAST SWISS DESIGN
<b>NANAN</b>
NENO
NEWRAY
NINES D'ONIL
NUBY
NUVITA / MOOVO
ODS TOYS
OFFICINE FA
OK BABY SRL
OLIPHANTE
PARTY TRADE SRL
PASITO A PASITO / WALKING MUM
PEG PEREGO SPA
<b>PENDRAGON GAME STUDIO</b>
PICCI / DILI BEST NATURAL
PLASMON / NIPIOL
PLASTIMYR
PLUSH & COMPANY - MORE THAN A PLUSH
PROLUDIS GIOCATTOLI SRL
PTS SRL
PUCKATOR
QUERCETTI
<b>RE-EL TOYS</b>
REAL TRADE ITALIA SRL
RED GLOVE / COBBLE HILL / TESLA GAMES
ROBA
ROCCO GIOCATTOLI
<b>ROSA / AIRCUDDLE</b>
RUBIES
<b>SABBIARELLI SAND-IT FOR FUN</b>
SASSI
SBABAM / CICABOOM
<b>SELEGIOCHI SRL</b>

SIKU / JOUECO / SPEEL GOED / EITECH / TEIFOC / GOWI / ARTESAVI
SMALL FOOT
SOPHIE LA GIRAFE
SOUZA!
SPIN MASTER ITALIA
STEFI ILLUMINAZIONE
SYLVANIAN FAMILIES / ACQUABEADS / EPOCH GAMES / PATI SCHOOL
TATAWAY
TEAM TEX GROUP / MIGO / NANIA / SAFETY BABY
TG TUTTO GIOCATTOLI
TOIMSA
<b>TOYS GARDEN</b>
<b>TRUDI</b>
TUTETE
TUTIS, CO.RA. PRIMA INFANZIA
UL
UPPABABY
VENICCI
VENTURELLI
VILLA GIOCATTOLI
VTECH
VYAPARA ITALIA SRL
WACEBO EUROPE/ SMART ARREDA
WOODY, LUMPIN, MERKUR, CROSS, POPULAR, NINY, PLASTICA
YUME TOYS / MAXX MARKETING







**TOYS & BABY MILANO** is the most important B2B event in Italy dedicated to operators of toys, early childhood, stationery, carnival, decorations and parties.





**SALONE  
INTERNAZIONALE  
DEL GIOCATTOLO**



**ASSOGIOCATTOLI**