



4-5 MAY 2025 @ALLIANZ MICO \ VIALE SCARAMPO – GATE 4

## THE 8th EDITION OF TOYS & BABY MILANO KICKS OFF

*The B2B trade fair entirely dedicated to the world of toys and early childhood is back. The 8th edition is about to begin and it's already breaking records: 16,500 sqm of exhibition space with over 400 brands represented. Numerous opportunities for in-depth exploration and professional development are scheduled: from the K-Marketing Forum sessions, which will offer insights into the toy market, to the Toys Design Factor exhibition, dedicated to the most innovative projects by students from POLI.design at Politecnico di Milano. Visitors should not miss the [Gioco Per Sempre Toys Awards](#) ceremony, the award that recognizes outstanding companies and products.*

**Milan, April 2025** – The countdown is almost over: the **8th edition** of **Toys & Baby Milano**, the only Italian business-to-business event dedicated to the world of **toys** and **games**, **early childhood**, **festivities**, **parties**, and **stationery**, is about to begin. Starting this year, the event will also include **healthcare**, **food**, **furniture**, and **publishing**. It promises to be a memorable and “**full of life**” edition – as the claim suggests – focused on growth, education, and the development of future generations. Resulting from the collaboration between [Assogiocattoli](#) and the [Salone Internazionale del Giocattolo](#), the event will live up the spaces of **Allianz MiCo** (Viale Scarampo – Gate 4), within the **CityLife** district, on **Sunday, May 4** and **Monday, May 5** – from 9:30 AM to 6:30 PM.

Both days of the fair will open with a sports-themed inauguration event featuring representatives from **Assogiocattoli**, the **Salone Internazionale del Giocattolo**, **Allianz MiCo**, and the **Fondazione Milano Cortina 2026**, attending as an exhibitor. The Foundation's decision to actively participate in the event ties in with the strong value-driven message of the upcoming **Winter Olympics** and **Paralympics**, which promote inclusion, sustainability, and the educational role of sport. Two **special guests** will make the ribbon-cutting ceremonies truly unique: **Lara Magoni**, Member of the European Parliament and former ski champion, and **Giorgio Rocca**, former Italian alpine skiing champion, both chosen for their deep connection to sport and for the contribution they can make in inspiring the Olympic spirit in younger generations. **Gigi De Palo** will join them, President of the **Fondazione per la Natalità**, whose goal is to raise public and institutional awareness about the issue of declining birth rates in Italy.

The over **16,500 sqm pavilion** will host more than **400 brands** represented by **193 companies** from all over the world, along with **partners** and **prominent guests** who will bring the two-day event to life. The program includes a wide variety of events: from the session dedicated to the artificial intelligence platform titled “**Where Innovation Meets Education**” organized by **MINERVA AI** and **PROMETEICA**, to the panel promoted by **Toy Store** magazine titled “**The Evolution of the Toy Market: Between Kidults and New Consumers**”, to the conference “**Smartplay or Smartphone**”, which will present the results of an interesting national survey conducted by the **Market Research Team** of **RCS MediaGroup S.p.A – Sfera Division**. Furthermore, industry professionals will not want to miss the events of the **K-Marketing Forum**, organized by **BVA DOXA** and **MLD ENTERTAINMENT**, the only B2B event entirely dedicated to family marketing, new generations, and the kidult phenomenon.

On **Sunday, May 4**, at **5:30 PM**, one of the most anticipated moments of Toys & Baby Milano will take place: the [Gioco per Sempre Toys Awards](#) ceremony, the initiative that for years has rewarded new products proposed for the current year and has celebrated the commitment of companies that have distinguished themselves in their work. The prestigious award, created by Assogiocattoli in partnership with the trade publication **TG TuttoGiocattoli**, will be presented by [Rudy Zerbi](#), famous TV and radio host, and longtime ambassador of the institutional campaign [Gioco per Sempre](#), which for years has promoted the educational, social, and pedagogical value that play holds in everyday life.

An unmissable stop is also the **Toys Design Factor** exhibition, which presents the **most innovative projects** created by students from **POLI.design** and **Politecnico di Milano**, dedicated to accessibility, pedagogical quality, ethics, and sustainability.

To “warm up the engines”, the **Digital PREVIEW** on the [Toys & Baby Milano PLUS](#) platform, active from **April 1 to 18, 2025**, offered a sneak peek at the brands and innovations of the year. Over the course of the three weeks online, the platform recorded more than **5,174 visits** (of which **4,382** unique) and **2,002** from abroad, for a total of **70 countries** and **19,722** page views.

All that's left is to visit the website [toysbabymilano.com](https://toysbabymilano.com) to **request free entry tickets** and stay up to date on the complete event program.