



# Expansion of China Toy Expo 2017 offers more options for discovery

After attending the 16th Annual China Toy Expo, held in Shanghai, China, on October 18–20, it was clear to see why the show has become Asia’s largest toy fair, and the second largest global trade fair for toys and educational products. The show had successfully continued its expansion, and surpassed last year’s record-setting 2016 trade show metrics across all measures.

Held on October 19–21 at Shanghai New International Expo Center, the 2017 event covered over 180,000 square meters and the visitor’s attendance grew to 71,819 professional guests, including 6,079 international buyers, from 134 countries and regions. Over 2,000 exhibitors showcased 3,600 brands. The expo was co-organized by China Toy & Juvenile Products Association (CTJPA), and Koelnmesse.

**Helen Zhang**, the General Secretary of the China Toy & Juvenile Product Association attributes this growth to multiple key business-to-business factors:

*One-Stop Sourcing:* With a focus on showcasing all Chinese brands and international brands, the profile of the China Toy Expo has expanded to cover all major domestic and international manufacturers, across all categories of toys, games, and edu-

cational and technology products. For many domestic buyers, it is the one show they attend annually, to cover all their buying needs.

*Direct Sourcing:* 90 percent of the exhibitors are manufacturers and 80 percent of the exhibitors are experienced exporters. Retailers can buy direct and obtain the best pricing.

*Reliable Sourcing:* The Star Supplier program, initiated and certified by the CTJPA, has strengthened the

confidence of international buyers, by providing benchmarks for individual suppliers in the areas of quality certifications, social accountability, export references and sourcing efficiencies.

*Efficient Sourcing:* Match-making services provide an easier way for buyers and suppliers to meet and conduct business, streamlining the business buying experience, which saves time and money.

**This annual China Toy Expo** event was held simultaneously with China Toy Licensing, China Kids Expo, and the new China Preschool Expo. The new preschool area focused on expansions into STEM products, and high-tech toys, that span the categories of **Science, Technology, Engineering and Mathematics (STEM)** products. Consumers and educators across China and international markets have increased their interest in these types of products, to explore new ways for children to succeed with the 21st Century Skills, and to build their competencies.

**65% of today's school** kids will work in jobs that are yet to be invented. *Source: World Economic Forum, The Future of Jobs Report.*

**The 4M company** is a Hong Kong based toy design and manufacturing company that exports internationally and has continued to expand their offering for STEM products, by adding age-appropriate products for the younger explorers, ages 4 years and older, and for discerning kids, 8 to 10 years and older. They provide

*Hasbro is a key player in China, too.*



*Lt Duck was a popular license.*

*4M early learning STEM products.*

STEM offerings for beginners, intermediate and advanced learners. Their products are successful because they offer the key ingredients of being fun and educational. 4M kits offer unique play options with compounds, slime, recycled and upcycled materials, and other engaging experiences and experiments that are relevant and exciting for kids.

**UBTech, a Chinese** manufacturer, and internationally recognized brand, is headquartered in Shenzhen City, China, they have expanded their STEM range of robotics to include the JIMU Robot, for younger kids, ages 5 years and older, and a fan favourite licensed Star Wars Droid robot with more advanced robotics for older kids.



**The timing of the** China Toy Expo tradeshow is convenient, since it is held annually in mid-October. Combined with the opportunity to attend the adjacent fairs: China Kids Expo, China Licensing Expo and the China Preschool Expo, makes this an efficient and productive show experience. Each year, the show organizers convene integrated options such as educational sessions, international pavilions, product showcases, award ceremonies, and round-table discussions so that both exhibitors and visitors have opportunities to promote their products and share information about the industry.

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