



Press Release
Milan, May 10th

Toys Milano's success firms up in 2018 by closing its third edition recording a remarkable growth: 115 Exhibitors and 1.482 visiting Buyers.

The dates for 2019 are already set.

Given the growing numbers of the past three years, we can unquestionably argue that Toys Milano, whose third edition took place on May, 7th and 8th, it's a winning event.

A great total of 1.482 Buyers (+22% compared to 2017), 63 of which from foreign countries, visited the exhibition in order to get to know the latest novelties, get in contact, exchange information and to place orders for the incoming season.

Ready to welcome them were 115 exhibitors, belonging to the toy industry, carnival sector, party and childcare; the latest exceptionally represented by almost 20 firms and a wide range of products.

Toys Milano also reaffirms its relevance in the licensing department, notably considering 30% of toys in Italy are produced under Licence. If little opportunities are commonly given during the year to meet with normal trader, retailer and mass distributors, Toys Milano gave the chance to set up dedicated areas where licensor could arrange business meeting and events aiming to share their Properties' strategies and upcoming novelties.

Great interest arose from the rich workshop lineup, where communication experts, companies, retailers and shop owners took turns in the debate concerning the state-of-the-art in the field.

"Toys Milano proved to be a strategic lever for business development of this specific market" – said Paolo Taverna, managing director of Salone del Giocattolo and Assogiocattoli. "We created a winning synergy between similar product markets; the companies exhibiting at Toys Milano are able to meet their usual customers, but they also meet small retail shops that are usually difficult to reach. Specialized distributors have the chance to meet small producers, to enrich their portfolio and be ready for the upcoming Christmas season."

After three years we can finally declare the burnishing phase is over and for the first time we've already set the dates for next year: Toys Milano will be back on May 6th and 7th, 2019!

Partners of Toys Milano are "Toy Store" and "Baby World", both specialized journal, and Milano Licensing Day, pivotal provider of services and specific contents for the Italian Licensing market.

Ufficio Stampa

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