

May 8/9, 2022 - fieramilanocity

THE FIFTH EDITION OF TOYS MILANO & BAY-B KICKS OFF

Finally the physical show is back after the success of the full digital editions of the last two years thanks to which we gained recognition as international event. Hundreds of brands and thousands of trade operators are expected at the fair. This confirms the exponential growth of this key date.

Milan, May 2022 – This is the most important **B2B event** dedicated to the operators of toy and early childhood sectors, but also of stationary, carnival, festivity and party ones. A healthy and growing market: despite all, early this year the research company “**NPD Group**” recorded a + 4% compared to the previous year. In view of Christmas this result creates great hope for the **137 exhibitors** of the **fifth edition of Toys Milano** that will take place **Sunday 8 and Monday 9 May** at **MiCo Sud fieramilanocity**.

The event organized by **Salone Internazionale del Giocattolo** in cooperation with **Assogiocattoli** will also be online thanks to the positive experience of the **full digital** editions of the last two year and the expected **sold out** of the physical show. People who cannot attend the show for distance or work reasons will have the possibility to work thanks to **Toysmilano.plus**: the **digital platform** will be active from **17 to 31 May** for the third consecutive year and will be full of special content, videos, presentations, interviews and insights of every kind.

During the physical show many meetings are scheduled. In addition to the several commercial appointments, on the calendar there are many in-depth **workshop** in collaboration with important partners. Unique opportunities to understand the market direction and learn to anticipate it through the study of latest **market data** and the analysis of current and future trends.

The award ceremony of the **Toys Award** will be held **Sunday 8 May**. During the ceremony companies and products that stood out for creativity, awareness and efficiency in the last year will be rewarded. But not only that: **Assogiocattoli** will present in preview the 2022 programme of the Campaign “Gioco per Sempre”, the project that aims to change and elevate the paradigm of thought behind the all-round concept of play.

Toys Milano will also be an opportunity to join the **charity initiative** in support of **Ukraine** refugees. Thanks to the aid of **Fondazione Fiera Milano** and **Fondazione Progetto Arca** – that in March and April 2022 already loaded 16 trailer trucks with essential products and materials – at the end of the show exhibitors can donate their products to all those children that are forced to leave their small bedrooms and their playmates alone.

toysmilano.com

Public & Media Relations Assogiocattoli
Giovanni Di Giovanna - 3396323148
Enrico Ercole - 3495422273
assogiocattoli@gdgr.it