



SUNDAY 16 AND MONDAY 17 APRIL 2023 @ ALLIANZ MICO - FIERAMILANOCITY
ONLINE AT [TOYSMILANO.PLUS](https://toysmilano.plus) FROM MAY 8 TO 19

TOYS MILANO & BAY-B: THE 6TH EDITION IS ALREADY SOLD OUT

The thousands of trade professionals - from all over Italy and abroad – already ready to meet with hundreds of manufacturers and distributors, can confirm their attendance by registering on [Toysmilano.com](https://toysmilano.com) from February 6. It's a unique and unmissable event, so much so that the places available to exhibitors were sold out in the blink of an eye, with several companies on the waiting list hoping to be able to attend. But no worries, the 2024 edition of the two-day business-oriented event will be held in an even larger pavilion.

Milan, February 2023 – Between **Sunday, April 16 e Monday, April 17, 2023**, the elite of the **toy** and **early childhood** markets, as well as **stationery, carnival, festive and party** markets, can gather at **fieramilanocity's Allianz MiCo** for the **6th edition** of [Toys Milano & Bay-B](#). Including buyers, retailers, commercial agents and opinion leaders, more than **3000** insiders will be present and ready to weave new business relationships or confirm and increase existing ones. Many appointments are scheduled, starting with the not-to-be-missed **workshop**, where the latest data from the **toys** market and **infant** sector will be carefully examined and analyzed thanks to the contribution of [NPD Group](#) and [GfK](#), so as to intercept the trends of 2023 in time.

Signed [Salone Internazionale del Giocattolo](#) and organized in close collaboration with [Assogiocattoli](#), **Toys Milano & Bay-B** is the only **B2B event** of its kind in Italy. From 2006 to today, it has become a true reference point for companies and stakeholders, a truly must-attend event. Proof of this is the incredible success achieved year after year, an exponential growth that brought in the previous edition of the fair as many as **172 brands**, for a total of **137 companies** and at least **350 trademarks**. They will be the real protagonists of the event who, starting on **March 6**, will already be able to start "telling their story" online - also in English - not only thanks to the [Storytelling](#) section on [Toysmilano.com](#), but also through **Toys Milano Preview**, a new area full of previews and exclusives, so as to start proactively engaging and involving all the possible buyers attending the fair.

One of the highlights of **Toys Milano & Bay-B 2023** will undoubtedly be the **Gioco per Sempre Awards ceremony**, the initiative that for years has been rewarding companies and products that have distinguished themselves over the past year for creativity, sensitivity and efficiency. An activity that is fully part of the very dense program that [Assogiocattoli](#) has been developing for years with the **institutional Gioco per Sempre campaign**, the project that aspires to change and elevate the paradigm of thought behind the concept of all-round play and that aims to support the seasonal adjustment of a market that is still too tied to "commanded" holidays.

Those who will not be able to attend **Toys Milano & Bay-B** live due to geographic or work issues, as usual will be able to count on the next edition of the all **online [Toysmilano.plus](#)**: for the **4th year** in a row, the **digital platform** will be active **from May 8 to 19** and will be increasingly rich in special content, videos and photos, presentations, interviews and insights of all kinds also drawn from the live event.