



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

THE 6TH EDITION OF TOYS MILANO & BAY-B HAS STARTED

It is the b2b event of reference for the toy market, early childhood and beyond. Beaten all records in terms of exhibitors, visitors and square metres occupied. It will be the biggest edition ever! Given the exponential growth, the forecasts for 2024 are more than positive, so much so that a considerable increase in exhibition space is expected. To [register](https://www.toysmilano.com) and enter free of charge just a few clicks on [Toysmilano.com](https://www.toysmilano.com)

Milan, April 2023 – Now in its 6th edition, [Toys Milano & Bay-B](https://www.toysmilano.com) is the only business-to-business event dedicated to the toy and early childhood markets, as well as stationery, carnival, festivities and party, which has grown exponentially year after year. The area dedicated to exhibitors has reached over 12 thousand m², 157 companies are present (+14% compared to 2022) - over 23% of which are foreign - for a total of at least 235 brands represented. And at the Allianz MiCo in fieramilanocity, from Sunday 16 to Monday 17 April, more than 3 thousand visitors are expected including buyers, retailers, commercial agents and opinion leaders from all over Europe, Italy in primis.

In such a prosperous context, it is the early childhood sector - with the Bay-B division - that has increased its presence most at the fair thanks to a remarkable +53% compared to the previous edition. Numbers also confirmed by the most recent market data: the infant sector, in fact, closed 2022 with a positive trend of +3.5% (source: GfK), while the toys market boasts an excellent 1st quarter 2023 with a considerable +4% (source: Circana). At the moment, [Toys Milano Preview](https://www.toysmilano.com) is still underway: an all-new area - online since March - dedicated to trade professionals and full of exclusives, ideal for proactively involving all possible buyers at the fair and starting to set up the first face-to-face appointments; the results were not long in coming: there were over 5,200 views, 17% of which from abroad for a total of 36 countries. Many companies also left several interesting previews in the [Storytelling](https://www.toysmilano.com) section of [Toysmilano.com](https://www.toysmilano.com), giving exclusive interviews.

After the pre, finally the live. In addition to the many business oriented meetings crucial for sell-in, [Toys Milano & Bay-B](https://www.toysmilano.com) will host unmissable workshop and talks where the latest market data and trends will be analysed in depth thanks to the valuable contributions of research companies Circana and MLD Entertainment (for the toys market), Sfera Media Group – RCS Group, E-Duesse Communication (for early childhood). Also on the programme will be moments of pure conviviality such as the Gioco per Sempre Awards ceremony: the recognition dedicated to companies that have distinguished themselves throughout the year for creativity, sensitivity and efficiency is one of the many activities that Assogiocattoli has been carrying out for years thanks to the Gioco per Sempre campaign, the project that supports the culture of play and support the seasonal adjustment of a market that is often tied to classic festivities.

And after the long-awaited live, also the post. Those who will not be attending Toys Milano & Bay-B, will be able to count on the fully online [Toysmilano.plus](https://www.toysmilano.com) edition: for the 4th year in a row, the digital platform will be active from 8 to 19 May and will be even more updated and richer in special contents, presentations, interviews and in-depth analysis also taken from the event at the fair. Organised by Salone Internazionale del Giocattolo in partnership with Assogiocattoli, [Toys Milano & Bay-B](https://www.toysmilano.com) is the only B2B event of its kind in Italy. Since 2006 it has become a real point of reference for companies and stakeholders, a rendezvous that cannot be missed. The appointment with the 6th edition is at the Allianz MiCo of fieramilanocity (Gate 3 - Viale Scarampo - Milan), the days to mark in the agenda are Sunday 16 and Monday 17 April 2023 (h 9.30/18.30). Impossible to miss!