



PRESS RELEASE
Milan, May 9, 2019

The fourth edition of Toys Milano concludes.

Immense pleasure over the event's successful outcome; nearly 2,000 buyers turn out.

Toys Milano 2019 - after two days of lively business transactions, the B2B event dedicated to the toy, Carnival, party and child care sectors, closed on a high note on May 7th.

For the fourth year in a row, there was a significant increase in numbers – more than 150 companies exhibiting (last year there were 115), and 1,992 buyers – for a 34% increase over 2018.

The new location had a big impact. In addition to accommodating a greater number of exhibitors, the convenient, spacious pavilion made it possible to create themed areas (like the one dedicated to the Bay-B project – with the participation of 26 companies specialized in early childhood products), even more functional stands and corner display areas and an orderly influx of attendees, representing all of the distribution categories: from chain stores to large-scale retailers, wholesalers and, above all, many specialized shops.

Focused on the most pressing topics of interest to the industry, the workshops fostered open dialog between the worlds of manufacturing and distribution and also provided a forum where the success stories of several industry insiders provided food for thought for everyone in attendance.

The organizers, too, were all smiles. “By its fourth edition – remarked Paolo Taverna, Director of Assogiocattoli – the success of Toys Milano has been firmly established. We were especially pleased with the favorable outcome of the Bay-B project, dedicated to early childhood products, that attracted many industry specialists. We can, without hesitation, say that the satisfaction was across the board and this fills us with renewed energy and enthusiasm to continue on the same path”.

The fifth edition is scheduled for April 27th and 28th, 2020.

Toys Milano partners are, *Toy Store* and *Baby World*, industry trade journals; and *Milano Licensing Day*, a hub for services and information specific to Italy's licensing market.

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