



PRESS RELEASE

Milan, February 21, 2017

More than 90 companies at the 2nd edition of Toys Milano

The new edition to offer the same winning features as last year with more businesses signing up to participate; early childhood sector is now open.

May 16 and 17, 2017 | Hours: 9.30 – 18.30
MiCo – Milano Congressi – Porta Carlo Magno

Toys Milano is back, thanks to the success of its first edition in 2016 that saw the participation of 60 businesses and more than 800 buyers and representatives of the distribution sector from all over Italy. Slated to take place May 16 and 17, the B2B event grew out of the desire of Assogiocattoli to create a place where supply and demand could come together to fill the gap left by the lack of an industry trade show, especially in light of the order closing date for the Holiday Season.

As proof of the quality, as well as the quantity of contacts that Toys Milano generated for its participants, the 2017 edition is already shaping up to be even bigger and better. The number of applications for participation has already soared above 90. And, in addition to businesses operating in the toys, carnival and party sectors, some of the leading companies specializing in early childhood will also be included in the forthcoming edition.

Once again, the venue is MiCo. The show will occupy a larger area on Level 0 of the congress center and will have underground parking in the building available during the stand set-up phase.

Last year's event provided some key insights that prompted the organizers – Salone Internazionale del Giocattolo srl and Assogiocattoli – to carry over those features of Toys Milano that proved to be an instant success: show duration concentrated in just two days; shell scheme stands designed for optimal product display; by-invitation admission to allow for an orderly influx of attendees and ensure attendees are totally focused on doing business; and the *free* buffet for everyone.

Toys Milano is also a place to become better-informed and get some professional updating, with a 2017 program of workshops designed specifically for the trade: normal trade and how to develop it; tools for evaluating consumer satisfaction; licensing and its impact on distribution dynamics; and digital marketing are just some of the topics that will be covered during the two-day show.

Admission to Toys Milano is free, for registered visitors only, and strictly limited to the categories of buyers for the sectors represented. Register on line at the Toys Milano website. Information and updates at www.toysmilano.it

Partners in the event are *Toy Store* and *Baby World*, trade journals specialized in the industry, and *Milano Licensing Day*, a “hub” for services and information specific to Italy's licensing market.

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