



PRESS RELEASE

Milan, September 2018

TOYS MILANO 2019

The fourth edition of Toys Milano, the B2B event dedicated to toys, carnival, party and early childhood sectors, is about to come with its new *Bay-b* exhibition project.

**Monday 6th and Tuesday 7th of May 2019
MiCo-Milan Congress | Porta Eginardo-Gate 3**

2019 will be the year of the fourth Toys Milano edition: the consolidated event awaited by many professionals, whose presence registered record-high growth rate with more than 115 companies (toys, early childhood, child care articles, carnival and party) and approximately 1500 buyers, from Italy and abroad.

Toys Milano satisfies every branch represented by Assogiocattoli, since it gives the opportunity for both big and small buyers to meet different companies in the same location at the same time. For his part, buyers have the chance to meet important companies but also smaller ones, with a view of Christmas.

One of the main news of the fourth edition is the *Bay-b*, an area entirely devoted to childcare, created to enhance the participation of this sector from an exhibiting point of view as well as in terms of communication.

Like every year, organisers are working to set the workshop agenda, that will involve main companies and sector's experts.

The event will take place at MiCO, with pre-built and furnished stands, and the opening day on Monday allows for the participation of many retailers. Moreover, the entrance is only by invitation and there are facilitations for the stay in Milan.

Updates on the website www.toysmilano.it

Event's media partners are *Toy Store* and *Baby World*, sector's specialised newspapers, and *Milano Licensing Day*, hub of services and specific contents for Italian licensing market.

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