



PRESS RELEASE

ANNUAL TOYS MILANO EVENT POSTPONED TO 2021 BUT, THERE'S A PLUS

The B2B event – a true business hub for many different product sectors – has been postponed until next year due to the global coronavirus outbreak but, for 2020, an innovative platform dedicated to the sector's trade professionals goes live.

Milan, April 2020 – **Toys Milano**, the leading B2B event for games and toys, stationery, carnival, decorations and party items, along with **Bay-B**, focused on the childcare sector, is postponed to **April 26-27, 2021** due to the **public health crisis and its consequences**.

But **Toys Milano** is unstoppable and, as proof of its wide acceptance by industry insiders as the most highly anticipated event of the year, and driven by the ideas and suggestions that have poured in during this crisis, it has designed the innovative **TOYS MILANO PLUS**: a custom-built digital platform to meet the needs of businesses and buyers. **Active from May 25th to June 25th, 2020**, it paves the way for industry professionals to contact one another directly to broaden their contact base and build relationships. **Companies** participating in the initiative will have their own space in which they can “exhibit” their products online, push their specials, promotional messages and much more. Therefore, the more than **4,000 accredited domestic and international buyers** will not miss out on this crucial appointment but will be able to view the participating companies' product lines in detail and then contact them directly.

Paolo Taverna – Director of the Salone Internazionale del Giocattolo – commented: *“The ongoing Covid-19 pandemic has forced us to postpone Toys Milano until 2021. But that has not stopped us from moving forward. Instead, we decided to launch TOYS MILANO PLUS because it is precisely when the going gets tough that industry stakeholders must stand alongside their own clients by leveraging the Assogiocattoli association's reach. We are convinced that the strength of a trade show lies chiefly in the contacts made, the exchange of ideas and the interactions that lead to closing deals. And, as many of you have told us since the very first edition in 2016, the success of Toys Milano, including Bay-B, is the result of the desire to reconnect at an Italian event, after a long wait. Our decision to postpone the event until next year was made because of the inability to organize an event that could deliver these kinds of winning outcomes under the current conditions caused by the Covid-19 crisis. At the same time, this difficult situation has spurred us to take action and not give up on our mission”.*

Organized by the Salone Internazionale del Giocattolo in partnership with Assogiocattoli, Toys Milano is a one-of-a-kind event in Italy, a must for anyone who wants to seek out new business opportunities. For two days, companies display their top-of-the-line products and meet with domestic and international buyers wishing to be informed about the latest innovations in store for Christmas. The event – which also includes the stationery, carnival, decorations and party sectors, as well as childcare, and forays into the world of licensing and brands – is complemented by opportunities for professional updating. Bay-B is also a key player: an exhibit area focusing on childcare as well as an authentic communication initiative to highlight the childcare area within the show itself.