



PRESS RELEASE

Milan, December 17, 2020

TOYS MILANO and BAY-B: BACK TO BUSINESS!

April 25 and 26, 2021
MiCo Milano Convention Centre

Toys Milano 2021 relaunches business in the toy and childcare sectors: it's time to get together

The 5th edition of Toys Milano, the number-one B2B event in Italy catering to the toy and childcare sectors, will be held on **Sunday and Monday, April 25th and 26th, 2021** at the **MiCO Milano Convention Centre in Fiera Milano City**. Hosted in the same pavilion as the 2019 show and in the same winning format that, at the last edition, attracted about 2,000 buyers and more than 150 brands, the two-day event includes furnished shell scheme stands, an extensive workshop program and special hospitality incentives for buyers staying in Milan. The **Sunday show day**, an absolute first, was crucially important to retailers who are thus free to spend the entire day at the show.

Back again is **Bay-B**, the exhibit and advertising project dedicated entirely to the world of childcare. And, thanks to substantial A-list participation (*there were 26 at the 2019 edition*), and specialist buyers from the childcare sector, it is a huge magnet.

In **Toys Milano**, the toy and childcare sectors – with the complementary Carnival, party, Christmas decor, stationery and greeting cards areas, deprived of their European trade shows – will rediscover the passion and drive to get back to business that we all are hoping for. A valuable tool, made even more useful thanks to the new and updated website: www.toysmilano.com

After the excellent outcomes last spring – that helped Toys Milano join the ranks of **international exhibitions** – the 2021 edition of Toys Milano will be combined with and enhanced by the digital **Toys Milano Plus** event, on line **May 4 - 24, 2021** and will cater especially to international buyers and those who are not able to attend the show in person.

"We are all trying to cope with a situation we have never faced before," remarked Gianfranco Ranieri, President of the event organizer, Salone del Giocattolo Srl, *"and are giving it our all. By believing and working together, we can re-launch our industry".*

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