



OPEN FOR BUSINESS, TOYS MILANO PLUS – A SPECIAL DIGITAL EDITION OF THE B2B EVENT FOCUSED ON TOYS AND MORE

4,200 domestic and international buyers, ready and waiting to explore the new collections of more than 100 businesses in the world of games and toys, plus stationery, carnival, decorations, party and childcare items, with forays into the world of licensing and brands. Doors open Monday, May 25th at [Toysmilano.plus](https://toysmilano.plus)

Milan, May 2020 – Buoyed by the overwhelming participation of all the players involved, **TOYS MILANO PLUS** goes live on **Monday, May 25** and will remain open until **Thursday, June 25, 2020**. Out of adversity (the ongoing Covid-19 pandemic), an opportunity: a two-day live event becomes a month-long all-digital version, easily accessible 24/7 by businesses and buyers. The **Salone Internazionale del Giocattolo**, working jointly with **Assogiocattoli**, launches an alternative to the **TOYS MILANO** trade show that, for causes of *force majeure*, has been postponed to **April 2021**.

More than **100 businesses**, for a total of at least **150 brands**, will be there. Waiting for them on line at **Toysmilano.plus** are 4,200 local and international buyers, ready to explore the latest innovations – including holiday and Christmas – as well as the world of games and toys, plus stationery, carnival, decorations, party and childcare, the latter in its own **Bay-B** section. A true shop window, although virtual, it is the ideal place to display and introduce products, specials and promotions in complete safety, while closing major deals, thanks to immediate and ongoing direct contact with interested parties.

As at the previous live Fiera Milano editions, the special **Toysmilano.plus** digital edition also boasts an entire **Get Inspired** section where the **Salone Internazionale del Giocattolo**, in partnership with key players **Assogiocattoli**, **Milano Licensing Day**, **Internotrentatre**, **NPD**, **Kikilab**, and **The Playful Living** – will provide information, recommendations and in-depth analysis of industry “hot” topics in this especially difficult time.

*“Even though we had hoped, right up to the last minute, that we would be able to welcome businesses and buyers to the Mico Milano Convention Centre for the 2020 edition of Toys Milano – remarked **Gianfranco Ranieri, President of Salone Internazionale del Giocattolo** – we immediately went to work to develop Toys Milano Plus, a digital platform designed to bridge the gap during this difficult period, while at the same time ensuring that the meeting between supply and demand could still take place in a safe environment. This new virtual venture also allowed us to support a key sector, expanding the opportunity to the producers of holiday and Christmas articles. An enormous effort that once again reaffirms our commitment to help industry companies develop their business”.*

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.