



MAY 4-5, 2025 @ ALLIANZ MICO \ FIERAMILANOCITY - VIALE SCARAMPO - GATE 4

## "FULL OF LIFE": THE 8<sup>TH</sup> EDITION OF TOYS & BABY MILANO IS COMING

*The highly anticipated B2B fair returns to Milan, bringing together companies and buyers from around the world in the toy and early childhood industries. A 16,500 sqm pavilion will host hundreds of stands and dedicated meetings, also featuring segments such as party supplies, stationery, as well as healthcare, food, furniture, and publishing sectors. The event program, constantly being updated, is already packed with highlights: from market insights at the K-marketing Forum to the Toys Design Factor exhibition-event, showcasing the best projects created by students from Politecnico di Milano, and the prestigious Gioco per Sempre Awards, recognizing outstanding companies in the industry.*

Milan, February 2025 – Companies and buyers in the toy, early childhood, festivity, and party industries sectors are already gearing up for the 8<sup>th</sup> edition of [Toys & Baby Milano](#), Italy's most important B2B event in the industry, born from the partnership between [Assogiocattoli](#) and the [Salone Internazionale del Giocattolo](#). This year's theme, "Full of Life", is a tribute to life and a recognition of all professionals committed to fostering growth, education, and development for future generations. This year, the fair is also expanding its horizons to other sectors: in addition to toys, early childhood, party supplies, and stationery, dedicated exhibition areas will feature healthcare, food, furniture, and publishing.

The event will take place on **Sunday, May 4**, and **Monday, May 5**, from 9:30 AM to 6:30 PM, at **Allianz MiCo - Milan Convention Centre in Viale Scarampo** (Gate 4), located within **City Life**, the massive residential and commercial complex designed by star architects like Zaha Hadid, **just steps away from Milan's historic center**.

Spanning **over 16,500 sqm**, the **pavilion** will host hundreds of companies and thousands of buyers from around the world, fostering inspiring discussions and networking opportunities with top industry **partners** and **guests**. The **program** promises to be full of exclusive events with exclusive events, such as the **K-marketing Forum**, arranged by **BVA Doxa** and **MLD Entertainment**, featuring a series of conferences, workshops, and talks spotlighting the **toy market**. These sessions will provide invaluable insights for businesses looking to develop strategies aligned with the latest industry trends.

One of the must-attend moments will be the **Gioco per Sempre Awards**, a long-standing initiative celebrating outstanding **products** and **companies** in the field. A major highlight of this year's edition is the **Toys Design Factor 2025**, an **exhibition-event** showcasing the most innovative projects from students of **Politecnico di Milano's** Master in Design for Kids & Toys. The event will feature cutting-edge, **child-oriented** designs, including toys, games, furniture, platforms, events, and services, all with a strong focus on **accessibility**, **educational quality**, **ethics**, and **sustainability**. The **young designers** will also take part in detailed discussions, offering valuable insights into children's and families' evolving needs and priorities.

A key destination within the fair will be the **Assogiocattoli stand**, where attendees will be able to sign up for the next edition of [Giocattolo Sospeso](#), a charitable initiative that last year saw massive participation, donating over 50,000 toys to children across Italy. Naturally, the fair will also feature numerous **workshops** and **in-depth sessions organized directly by exhibitors**. The **program is continuously evolving**, but it's already packed with exciting content. To get a head start, from **April 1 to April 18**, the [Toys & Baby Milano Plus](#) platform will offer a **Digital Preview**, allowing visitors to explore brands and new products, identify key exhibitors, schedule meetings, and discover all the entries competing for the Gioco per Sempre Awards. This is the perfect way to **immerse yourself in the atmosphere of Toys & Baby Milano** and **carefully plan** an **intense two-day business event**.

The countdown has begun: visit [toysbabymilano.com](https://toysbabymilano.com) to **request your free entry tickets** and receive updates about the schedule of the event.