



LIVE - APRIL 26 TO MAY 24, 2021 - AT [TOYSMILANO.PLUS](https://www.toysmilano.plus)

## TOYS MILANO PLUS: PRIMED FOR ITS 2<sup>ND</sup> EDITION

*Bolstered by the success of the first edition, the Toys Milano digital edition is back and ready to go. Innovations abound: an updated platform, “concierge” service for certified companies and buyers and, in the special new “GET INSPIRED” section, an array of quality content and topics of interest to all sectors.*

**Milan, April 2021** - For the second year, [Toysmilano.plus](https://www.toysmilano.plus) opens its online matching platform, active from Monday April 26<sup>th</sup> to Monday May 24<sup>th</sup> 2021. Produced by the [Salone Internazionale del Giocattolo](#) in partnership with [Assogiocattoli](#), the event makes this valuable service available to all trade professionals in the **games and toys sector**, as well as **paper goods, carnival, decorations, party and childcare** (with the dedicated *Bay-B section*), allowing the major market players to interact effectively.

Companies will have their own space in which they can display their products, special offers, virtual tours of their showrooms and much more. This means the **4,200+ accredited domestic and international buyers** will be able to explore all the innovations offered by the participating brands and boost their business. Also being implemented this year – in addition to the special content in the “GET INSPIRED” section, produced in partnership with **TG TuttoGiocattoli** (Toys Awards), **NPD**, **The Playful Living** with the **Creative Industries Lab** of the **Milan Polytechnic University**, **MLD Entertainment**, **Internotrentatre**, **IGIZMO**, **The D-Side** and **Uno Quattro Studio Legale** – is the **CONCIERGE** function. By focusing attention on people and their individual needs, this new service allows users to build their own appointment calendars based on the availability of participants. Aware of the importance of human connection even during digital fairs, **Toys Milano PLUS** offers **tailor-made experiences**, ensuring real interaction with staff members, without the use of AI chatbots.

To conclude, on May 4<sup>th</sup> at 5 pm, **Toys Milano PLUS** will host the awards ceremony for the **2021 Toys Awards**, now in its 4<sup>th</sup> year. The initiative recognizes the efforts of industry companies that distinguished themselves in the development and implementation of marketing, advertising and product activities in the 2020 calendar year.

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