

MAY 8-9, 2022 @ fieramilanocity

THE GREAT RETURN OF TOYS MILANO & BAY-B

The most important B2B event dedicated to the operators of toy and early childhood sector, but even of stationery, carnival, festivity and party, will finally take place in presence, after two years of full digital. And it is immediately sold out!

Milan, March 2022 - 8 thousand square meters of occupied area, more than **130** companies – for a total of **350** represented brands – and a waiting list that foretells the sold out. Here are some numbers of [Toys Milano](#), fifth edition, the main Italian **B2B** event dedicated to the toys market and, with BAY-B, to the early childhood sector, that will take place in Milan on **May 8 and 9 at fieramilanocity MiCo Sud pavilion**.

*“Finally we are back in presence!” – says **Gianfranco Ranieri**, President of the **Salone Internazionale del Giocattolo** – “Although the amazing success of **Toys Milano PLUS**, the full digital edition that in the last two years obtained the official recognition of international event, the upcoming sold out confirms the great desire to meet each other again and to see live all the most exclusive novelties in first preview. All these products will be the most popular ones on the market in one way or another*

In addition to the classic commercial **appointments**, on the calendar there are many **meetings** and in-depth **workshops** in collaboration with important partners such as the research company **NPD Group** and **Sfera**, RCS publishing group leader in the early childhood sector. There will be unique opportunities to understand the market direction and learn to anticipate it through the study of latest **market data** and the analysis of current and future trends. The programme also includes the **award ceremony** of the **Toys Awards fifth edition** organized by the trade magazine of Edizioni Turbo “TG TuttoGiocattoli” that will reward companies and products that stood out for creativity, awareness and efficiency in the last year. But not only that: [Assogiocattoli](#) will present in preview the 2022 programme of the Campaign “[Gioco per Sempre](#)”, the project that aims to change and elevate the paradigm of thought behind the all-round concept of play.

The positive experience of the **full digital** editions of the last two year revealed the importance of the new frontier of online to show the event to those who cannot participate live for distance or work reasons. This is why [Toysmilano.plus](#) will be held again this year: the digital platform will be active from **17 to 31 May** and will be full of special content, videos, presentations, interviews and insights of every kind.

Organized by **Salone Internazionale del Giocattolo** in cooperation with **Assogiocattoli**, [Toys Milano](#) 2022 edition will take place on **May 8 and 9 at fieramilanocity MiCo Sud pavilion**. Impossible to miss!

toysmilano.com

Public & Media Relations Assogiocattoli
Giovanni Di Giovanna - 3396323148
Enrico Ercole - 3495422273
assogiocattoli@gdpr.it