

Press release

November 2021

Social commerce opportunities abound at 2022 hybrid Toy & Edu China, Baby & Stroller China and Licensing China fairs

Karen Lau
Tel. +852 2230 9235
karen.lau@hongkong.messefrankfurt.com
www.chinatoyfair.com
www.messefrankfurt.com.hk

SZTF22 PR2 en

Fuelled by the pandemic, social commerce is all the rage in China, providing businesses with more opportunities to unlock the potential the country's consumer market has to offer. Toy & Edu China, Baby & Stroller China and Licensing China will continue to incorporate digital elements to the in-person fairs to create a hybrid event with a strong focus on online prospects. The fairs will take place from 30 March to 1 April 2022 at the Shenzhen World Exhibition & Convention Center.



Brands utilise livestreaming to promote their products at the 2021 fairs (Photo: Messe Frankfurt)

The size of the social commerce market in China is forecast to more than double from 2019 levels, reaching gross sales of USD 453 billion in 2021¹. While online reviews and social media remain powerful in influencing purchasing decisions, recommendations from internet celebrities also play an important role in reassuring consumers about brand credibility and product quality.

As one of the fastest growing sales channels in China, social commerce

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

¹ Understanding Chinese Consumers: Growth Engine of the World, McKinsey & Company,
<https://www.mckinsey.com/~media/mckinsey/featured%20insights/china/china%20still%20the%20worlds%20growth%20engine%20after%20covid%2019/mckinsey%20china%20consumer%20report%202021.pdf>

has taken the children-related sectors by storm, and this success was observed by exhibitors at the fairs earlier this year. “We’ve hired streamers to help promote our toys over live videos since last April and the responses have been really good,” Mr Xingzhuan Ye, Sales Director of Dongguan Tai Tat Premier Commerce Ltd expressed. “By introducing livestream shopping to boost e-commerce sales, we can enhance engagement with potential consumers,” Mr Conan Chen, General Manager of Guangdong Winsing Co Ltd highlighted.

In response to this emerging opportunity, a number of micro-influencers will be invited to the 2022 fairs to introduce innovative products through livestreaming activities, and exhibitors can leverage the influencers’ followers to increase brand visibility and awareness. “The pandemic has been a catalyst for social commerce in China,” Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd commented. “With social media changing consumers’ shopping behaviour, it is important for us to assist our exhibitors to harness these online opportunities to fuel business growth.”

Ms Wen added: “Moreover, industry players are eager to look for possibilities to stay in contact in times like this. Hence, we are pleased to be able to continue offering hybrid and digital options to ease the challenges exhibitors are facing.”

Hybrid and digital solutions return

Besides joining the fairs in person, overseas exhibitors can choose to participate remotely with their products and brochures on display at an onsite booth. The specially-designed stand will feature a LED screen to display video materials supplied by the exhibitor. While these hybrid exhibitors can be accessible via video, staff will be stationed to provide English-Chinese interpreting service and customer support.

What’s more, a range of digital services that addresses exhibitors’ needs for online communication and extra exposure will once again be on offer via the ‘E-connect 360’ digital platform. The AI-driven business matching service will enable exhibitors to virtually engage and connect with global buyers beyond the three-day show, in addition to scheduling onsite appointments.

To promote exhibitors’ offerings to a wider audience, an online showroom will allow brands to create a company profile with product shots and videos. Live coverage of the fairs will also be broadcast via the virtual platform, in which selected exhibitors have the opportunity to introduce their products to prospects who are not in attendance at the events.

Toy & Edu China, Baby & Stroller China and Licensing China are organised by Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd.

Toy & Edu China
Baby & Stroller China
Licensing China
Shenzhen, China, 30.3 – 1.4.2022

For more information, please visit:

- [Toy & Edu China](#)
- [Baby & Stroller China](#)
- [Licensing China](#)

Notes to editors:

Download this press release:

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2022/SZTF22-PR2.html#download>

Further press information and picture material:

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press.html>

Follow the fairs on social media:

<https://www.facebook.com/SZToyFair/>

<https://twitter.com/SZToyFair>

<https://www.linkedin.com/in/sztoyfair/>

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

Toy & Edu China
Baby & Stroller China
Licensing China
Shenzhen, China, 30.3 – 1.4.2022