



**CHINA  
TOY EXPO**  
中国玩具展



**CHINA  
LICENSING EXPO**  
中国授权展



**CHINA  
KIDS FAIR**  
中国婴童用品展



**CHINA  
PRESCHOOL EXPO**  
中国幼教展

# VISITOR GUIDE

Shanghai New International Expo Center

Organizer:





## China Toy Expo 2023

Hall N1-N6, E4-E7

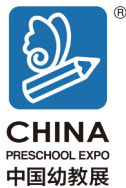
Held annually since 2002, CTE is Asia's largest B2B toys fair. Every October, thousands of top-rated suppliers and brand owners showcase a diverse array of toys, games and concepts to over 100,000 domestic and international buyers.



## China Kids Expo 2023

Hall W1-W3

CKE is the flagship baby products fair in Asia, where overseas buyers can meet and source directly from the largest number of Chinese manufacturers. The suppliers are from main production regions of China and specialize in a wide variety of products.



## China Preschool Expo 2023

Hall W3-W5

CPE is a leading trade fair for preschool education products and services in China. Over 400 exhibitors with 900 brands both domestic and international gather here to showcase latest products and technology.



## China Licensing Expo 2023

Hall E1-E3

Held annually since 2007, CLE is the largest licensing trade fair in Asia. Many of the world's most influential licensors choose CLE as the only licensing fair to participate in Asia.

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### Opening Hours:

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9.00 a.m. - 5.00 p.m. 17 October, 2023

9.00 a.m. - 5.00 p.m. 18 October, 2023

9.00 a.m. - 3.00 p.m. 19 October, 2023

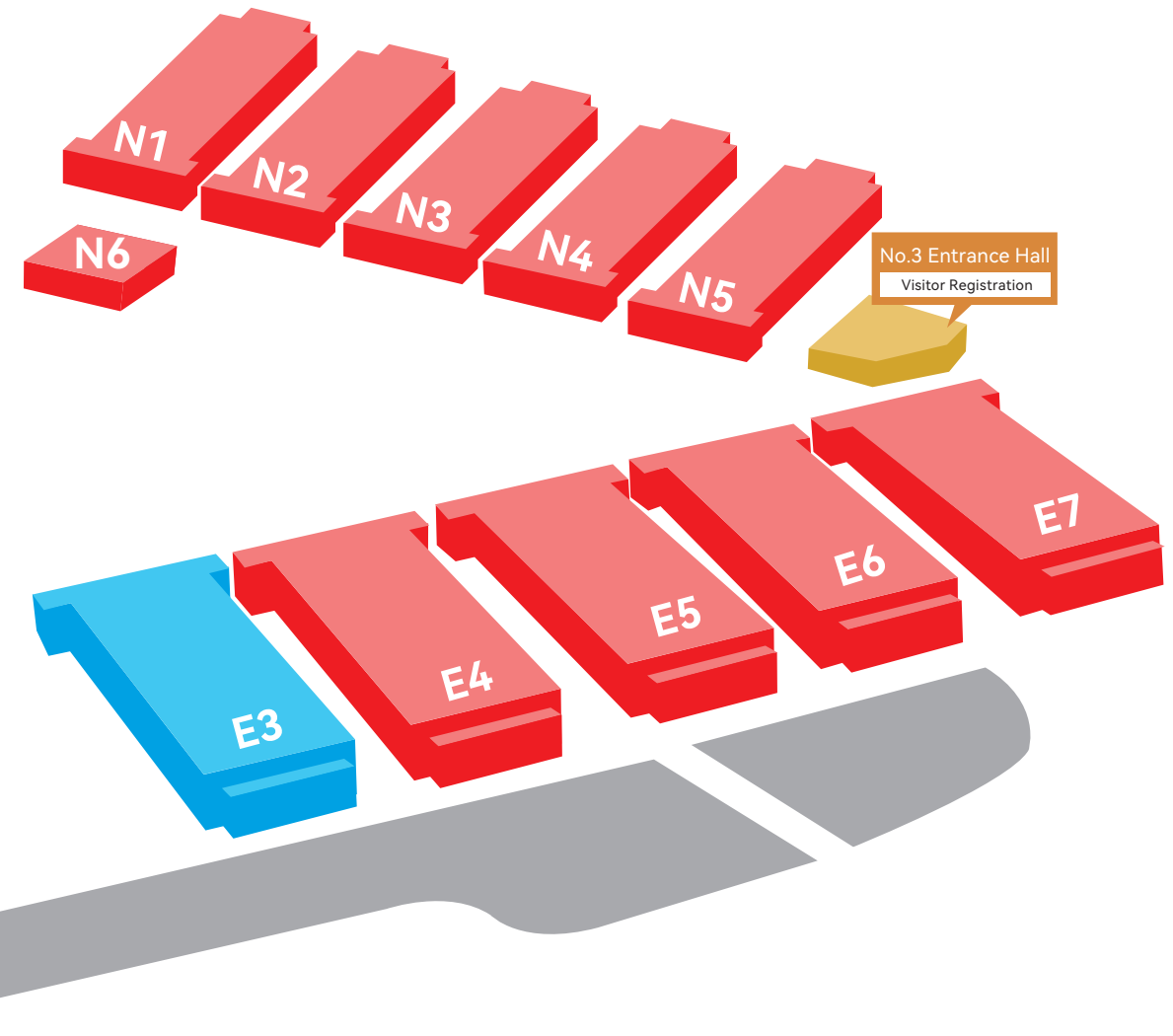
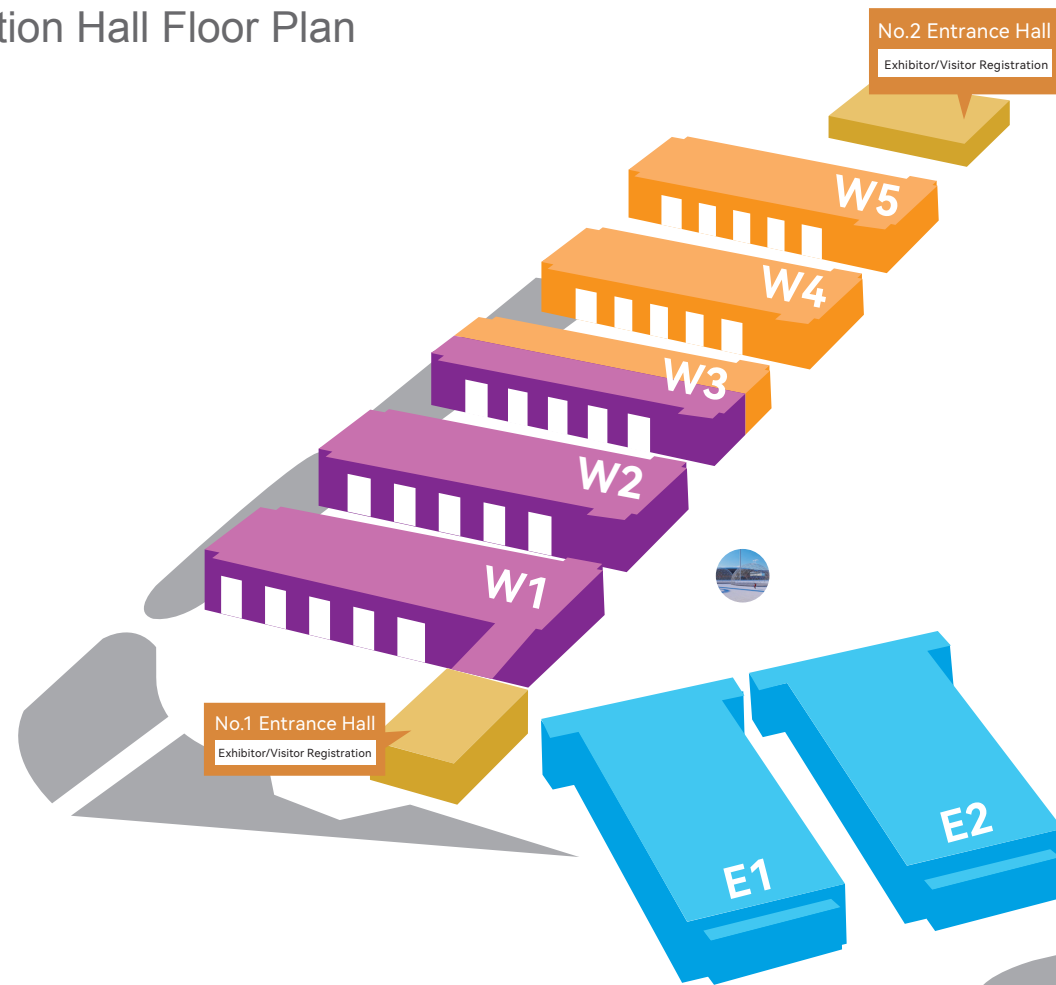
\* Admission is allowed until 1 hour prior to the closing time of the day!

### Entry Requirements:

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- Visitors are required to register with business card for a free entry badge
- The expo is only open to professional visitors over 16 years old

# Exhibition Hall Floor Plan



## E1 CHINA LICENSING EXPO

Cartoon & Animation, International IP

## W1 CHINA KIDS FAIR

International Brands, General Baby Products

## W4 CHINA PRESCHOOL EXPO

Teaching Toys, STEAM Toys, Books and reading materials, Courses and others

## N2 CHINA TOY EXPO

International Pavilion, General Toys, Board Game & Card Game

## N5 CHINA TOY EXPO

Chenghai Pavilion - Plastic Toys, Electronic & Remote Control Toys

## E6 CHINA TOY EXPO

Chenghai Pavilion, Linyi Pavilion, Yiwu Pavilion, Smart-Tech Toys

## E2 CHINA LICENSING EXPO

Video Games, Fashion & Lifestyle, Cartoon & Animation

## W2 CHINA KIDS FAIR

Strollers and Accessories, Children's Car Seats, Ride-on Products, Baby Bathtub, Potty and Other products

## W5 CHINA PRESCHOOL EXPO

International Brands, Indoor and Outdoor Facilities of Kindergarten and Teaching Toys

## N3 CHINA TOY EXPO

Art and Collectible Toys

## N6 CHINA TOY EXPO

Chenghai Pavilion - Plastic Toys, Electronic & Remote Control Toys

## E5 CHINA TOY EXPO

Chenghai Pavilion - Plastic Toys, Electronic & Remote Control Toys

## E3 CHINA LICENSING EXPO

Arts & Museum, Fashion & Lifestyle, Science and China-chic, Video Games, Sports

## W3 CKE+CPE

Floor mat, Ffence, Indoor and Outdoor Facilities of Kindergarten, Teaching Toys, Courses and others

## N1 CHINA TOY EXPO

International Brands, General Toys

## N4 CHINA TOY EXPO

Yunhe Wooden Toy Pavilion, Dongguan Pavilion, Infant Toys, Wooden Toys, Educational Toys & Games

## E7 CHINA TOY EXPO

Chenghai Pavilion - Plastic Toys, Electronic & Remote Control Toys

## E4 CHINA TOY EXPO

Ankang Plush Toy Pavilion, Soft Toys, Dolls, Licensing Toys

## On-site Services

### Organizer office & 2024 Booth Reservation Center

Answer inquiries about the fair and service.  
Booth reservation for 2024 events.

China Licesing Expo .....E3C15  
China Kids Fair .....W2T02  
China Preschool Expo .....W5C45  
China Toy Expo .....N3F69

### Global Trends in China 2024

Trend-driven products to be released in 2024 will be on display. Representatives from major distribution and retail channels are invited to comment on the market potential of the products. Influential media are invited to review and take a vote on the products.

.....Spherical Tent in Inner Square

### Toy New Product Theme World

Concentrate on showcasing new products with different themes.

- Featured Products of Certified Supplier
- Featured Licensing Toys

.....Corridor from South Hall to W1 Hall

- Art and Collectible Toys New Products

..... N3G02

### Display Area for Upgrading and Innovative Products of TJPA

New products shortlisted in the "China Toy and Juvenile Product Industry Upgrading and Innovative Products Contest" will be on display to encourage independent innovation, enhance brand awareness, improve product added value and promote the development of Chinese brands.

.....W1T01, Spherical Tent in Inner Square

### Creative Design STEAM Toys

Products that comply with the **Specification assessment for STEAM toys** are displayed together, guiding consumers to visually feel the differentiation of various products and make the purchasing decision on high-quality and cost-effective products depending on a serious of criteria, such as Safety Requirements, Characteristics of a "Good Toy", Prime STEAM Attributes, and Specific STEAM Requirements.

.....W3T03

### IPR Office

Free consultation of IPR related issues.

..... W3A80-1, N4H03

## On-site Services

### Conference, Forum and New Product/ IP Launch Area

Industry forums with a wide range of focuses including but not limited to products, markets and sales channels. A number of new IPs/new products, new ideas, new initiatives will be released to bring new business opportunities (Please refer to the event schedule for details).

China Licesing Expo .....E3C02  
China Kids Fair .....W1D60  
China Preschool Expo .....W3A80  
.....W3D80, W4D70, W5D50  
China Toy Expo .....N3G02, N6D50

### Business Center

Business centers are located respectively at South Hall, North Hall and East Hall providing photocopying, faxing and other services.

### Shuttle Bus

Free shuttle electric cars connecting different halls are available in SNI EC

### International Buyer Lounge

Rest area for international buyers. Free drinks and snacks are Provided here.

.....W2B60

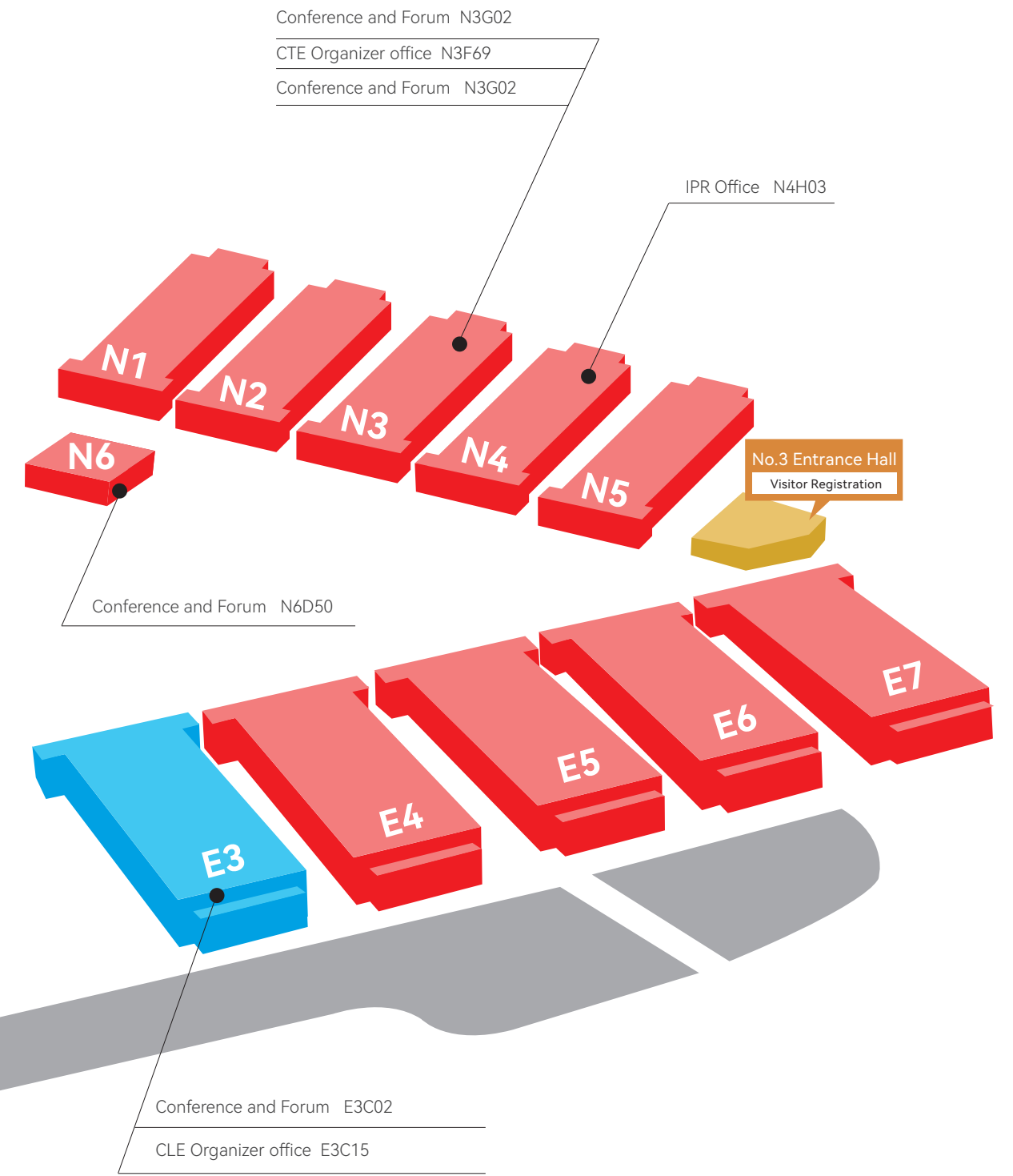
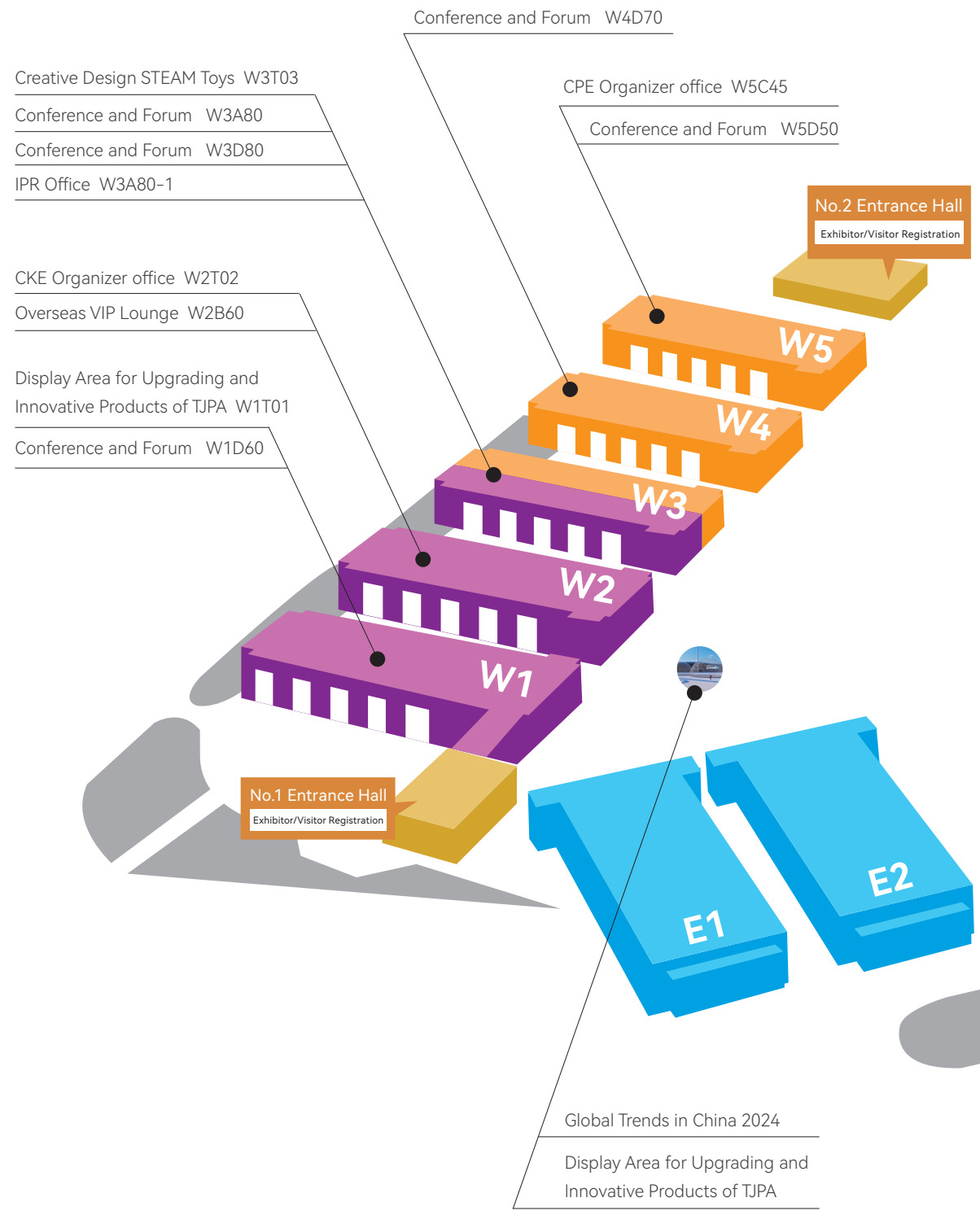
### Catering services

FamilyMart ..... W1  
FamilyMart ..... W3  
McDonald's ..... W5  
Subway ..... N1  
LAWSON, McDonald's ..... N4  
McDonald's ..... E1  
lanbao German restauran ..... E2  
McDonald's, P-Coffee ..... E4  
Lacite Coffee ..... E6  
C-store ..... E7  
JC Café ..... No.1 Entrance Hall  
Dicos ..... No.2 Entrance Hall

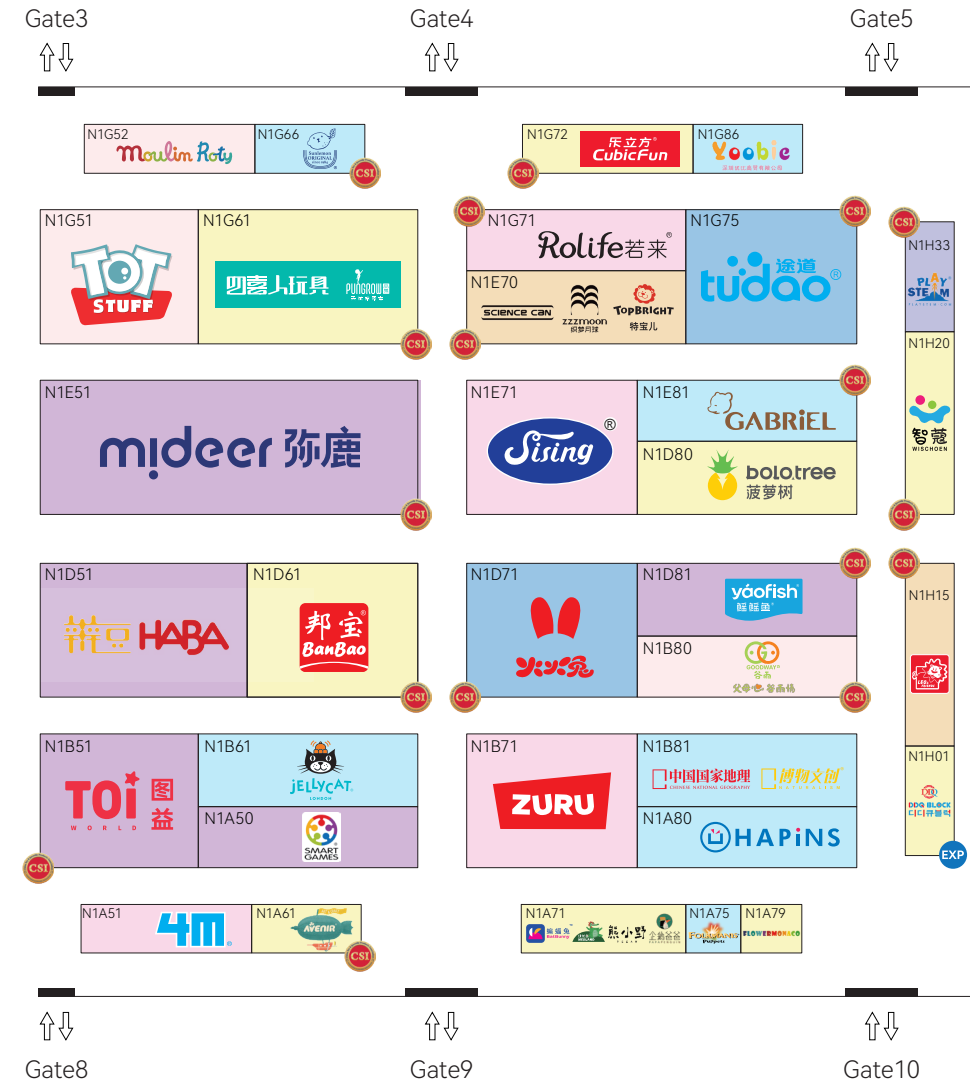
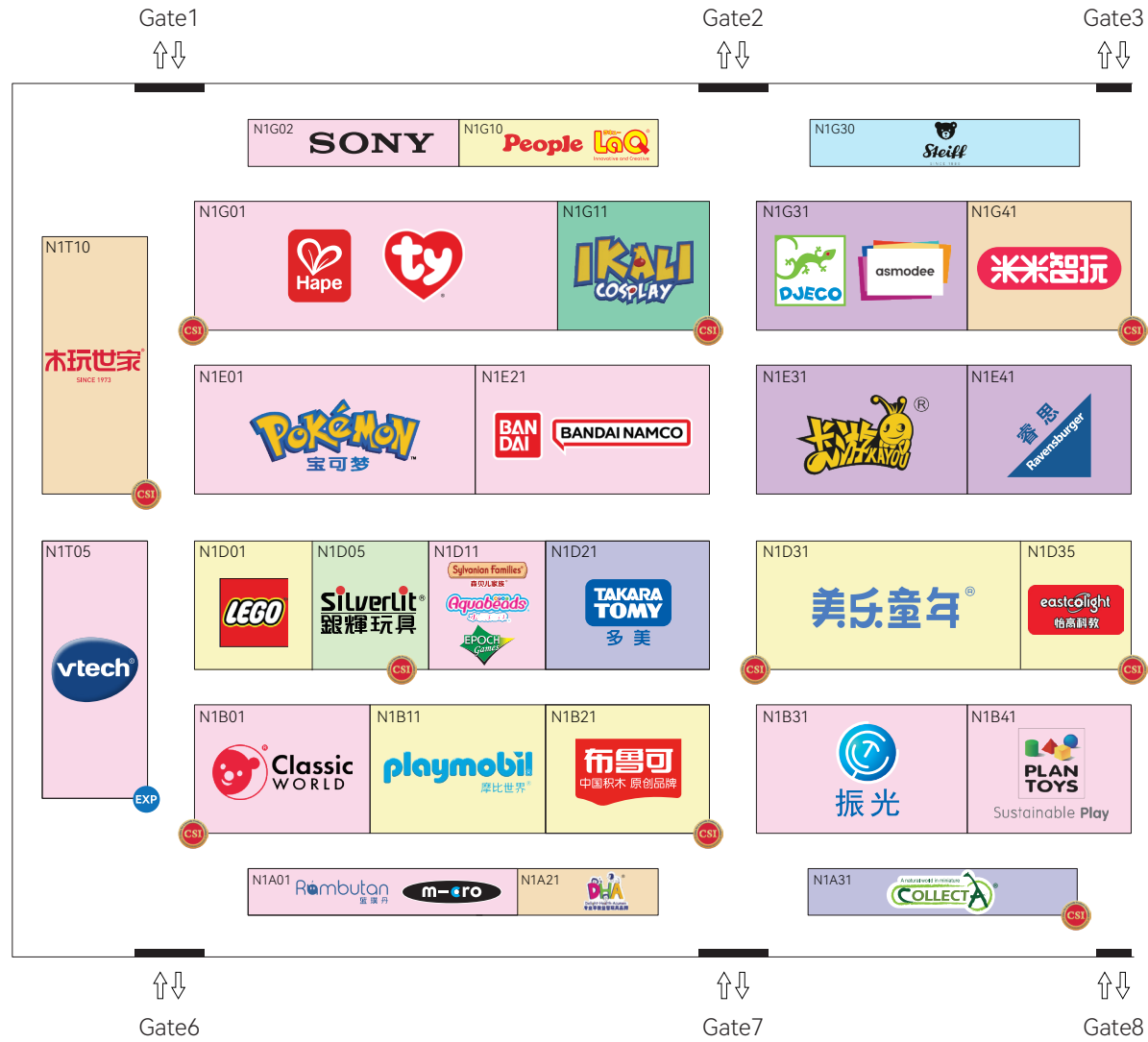




# On-site Services Floor Plan



- CHINA LICENSING EXPO
- CHINA KIDS FAIR
- CHINA TOY EXPO
- CHINA PRESCHOOL EXPC

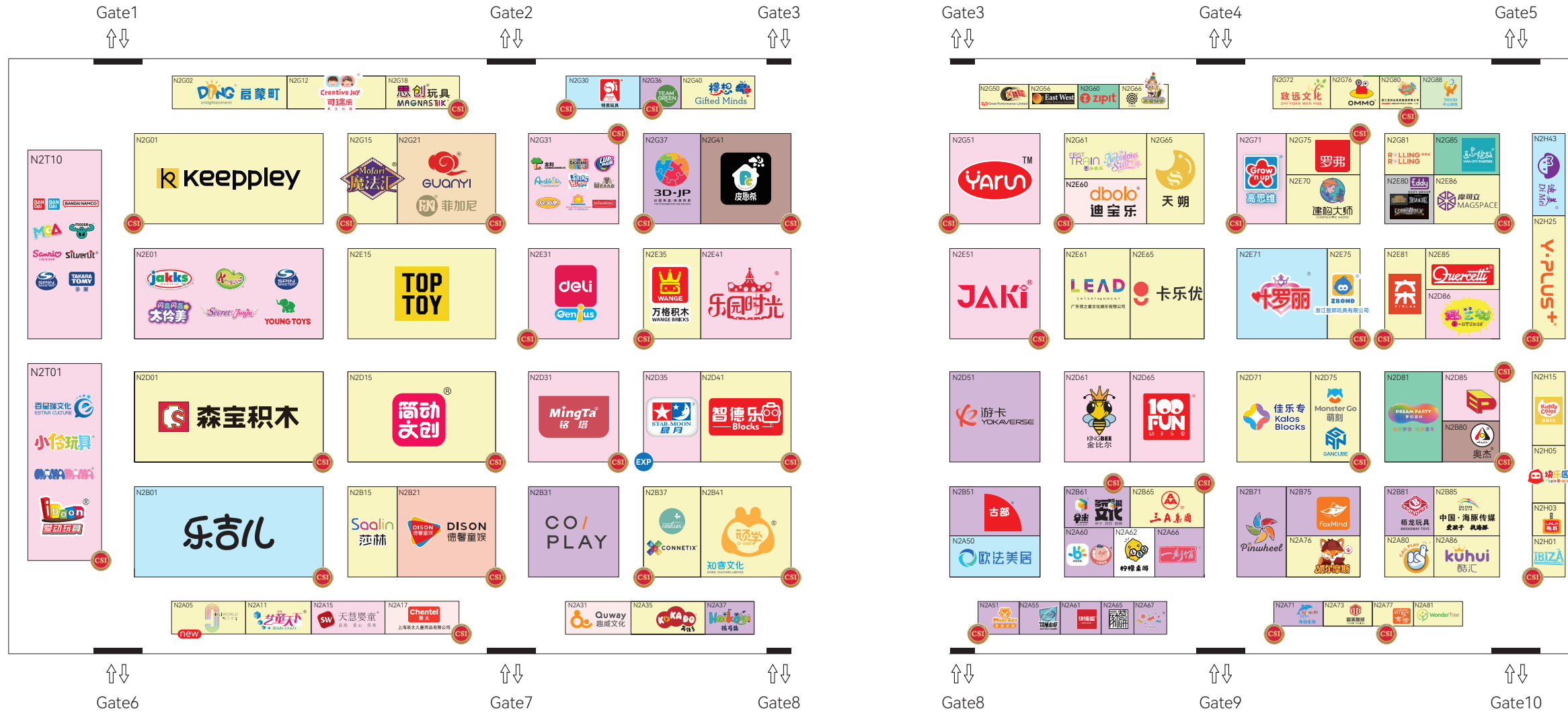


- General Toys
- Educational toys & Games
- Board Game & Card Game
- Soft Toys, Dolls
- Model toy
- Wooden & Bamboo Toys
- Smart-Tech Toys
- Festive & Party Items
- Baby & Infant Toys
- Electronic & Remote Control Toys

- Certified Suppliers
- Export Ready

Connect with 1500+ Toy & Baby Certified Supplier in One-stop




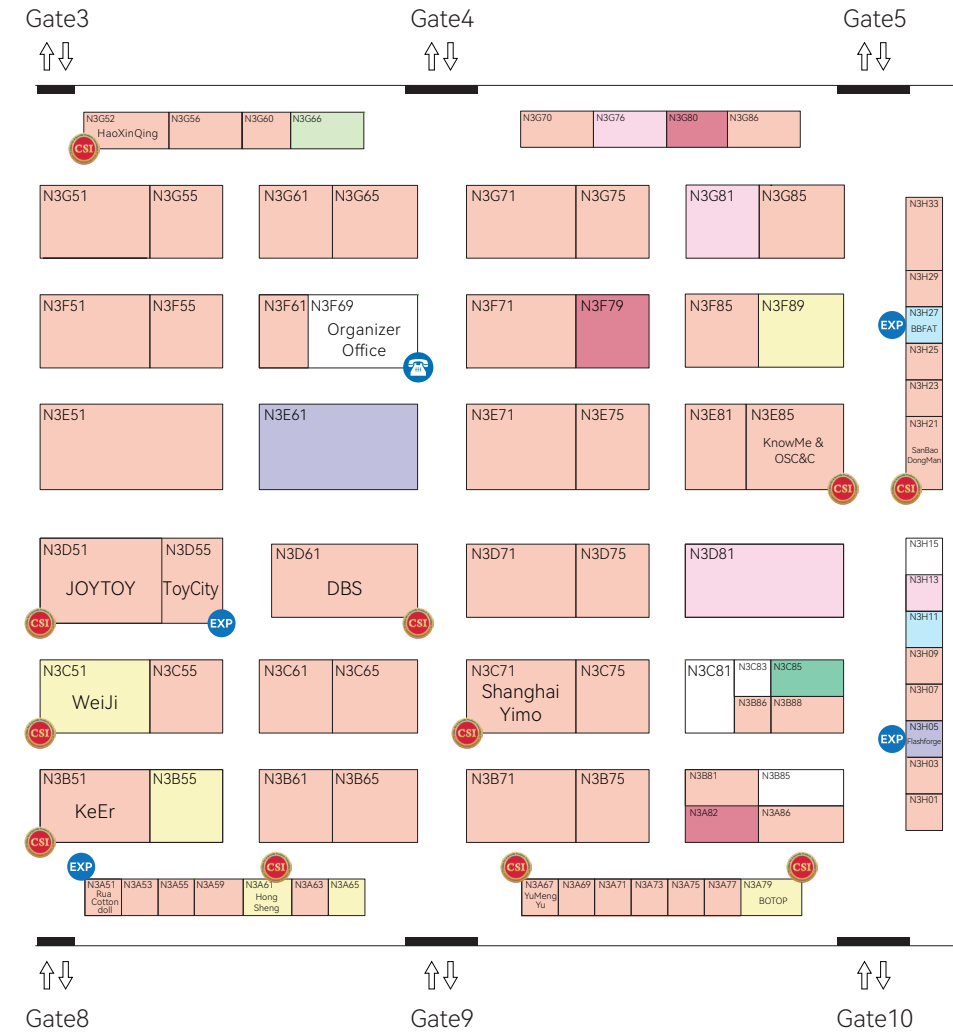
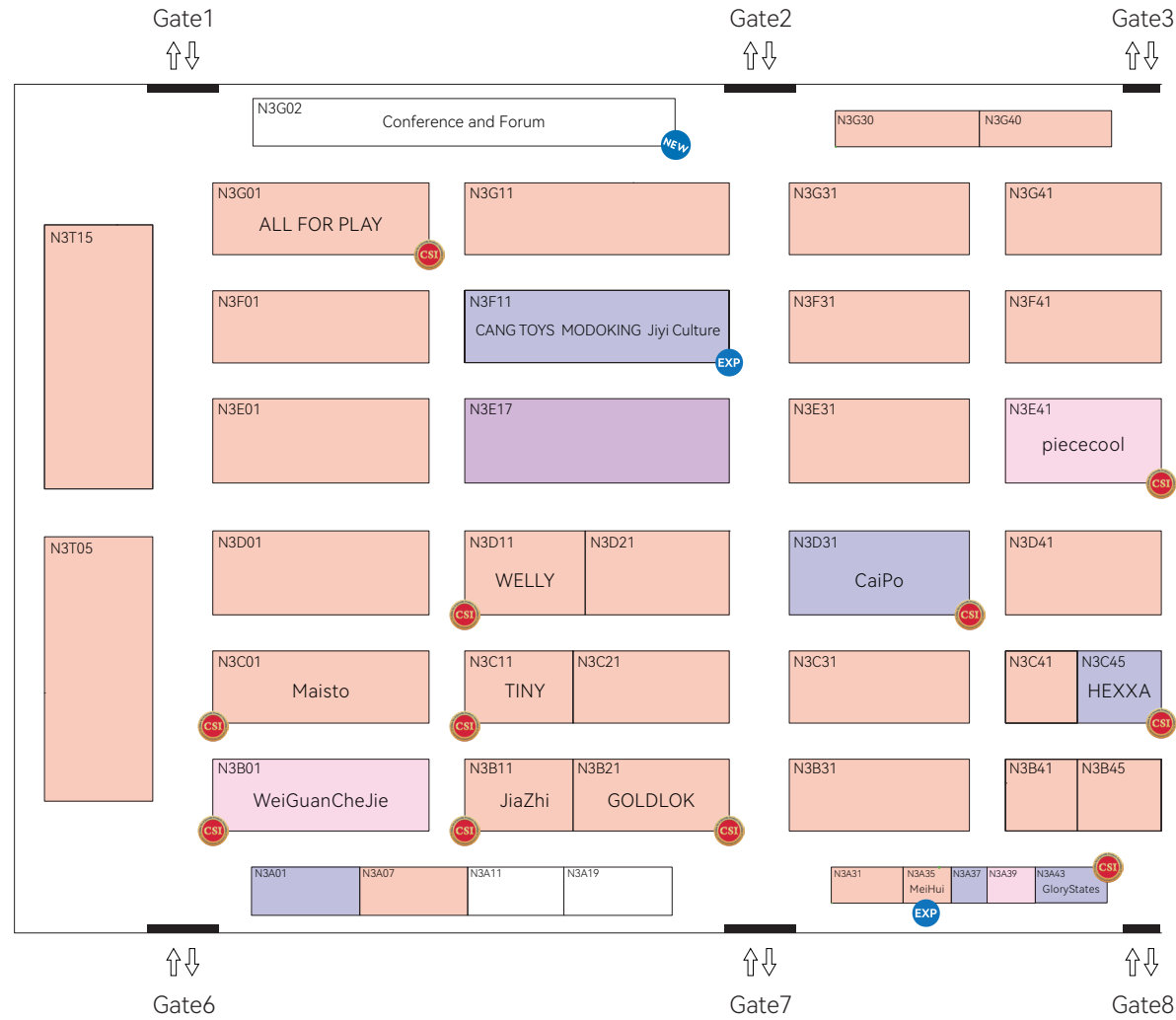


- General Toys
- Educational toys & Games
- Soft Toys, Dolls
- Model toy
- Art & Hobby Toys
- Electronic & Remote Control Toys
- Baby & Infant Toys
- Outdoor & Sporting Items
- Festive & Party Items
- Gifts & Craftworks
- Board Game & Card Game

- Certified Suppliers
- Export Ready

Connect with 1500+ Toy & Baby Certified Supplier in One-stop



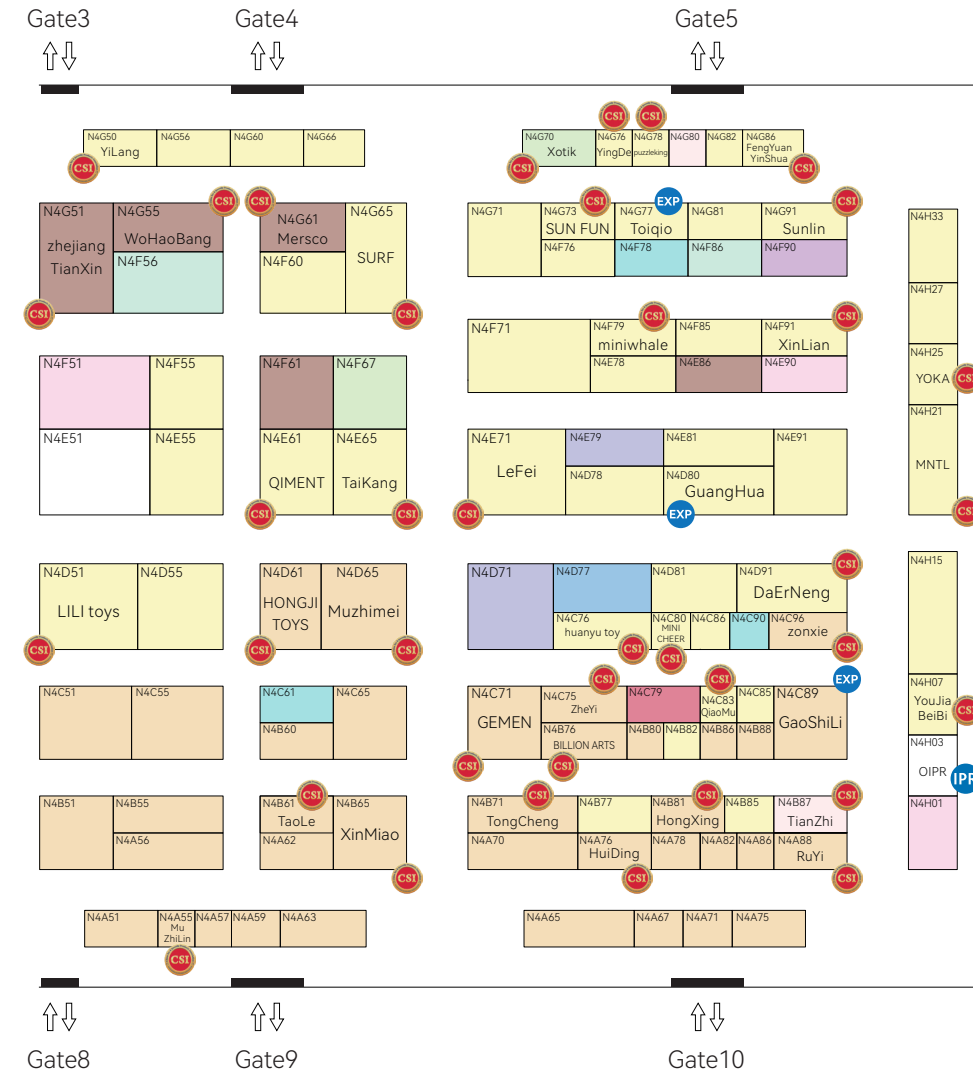
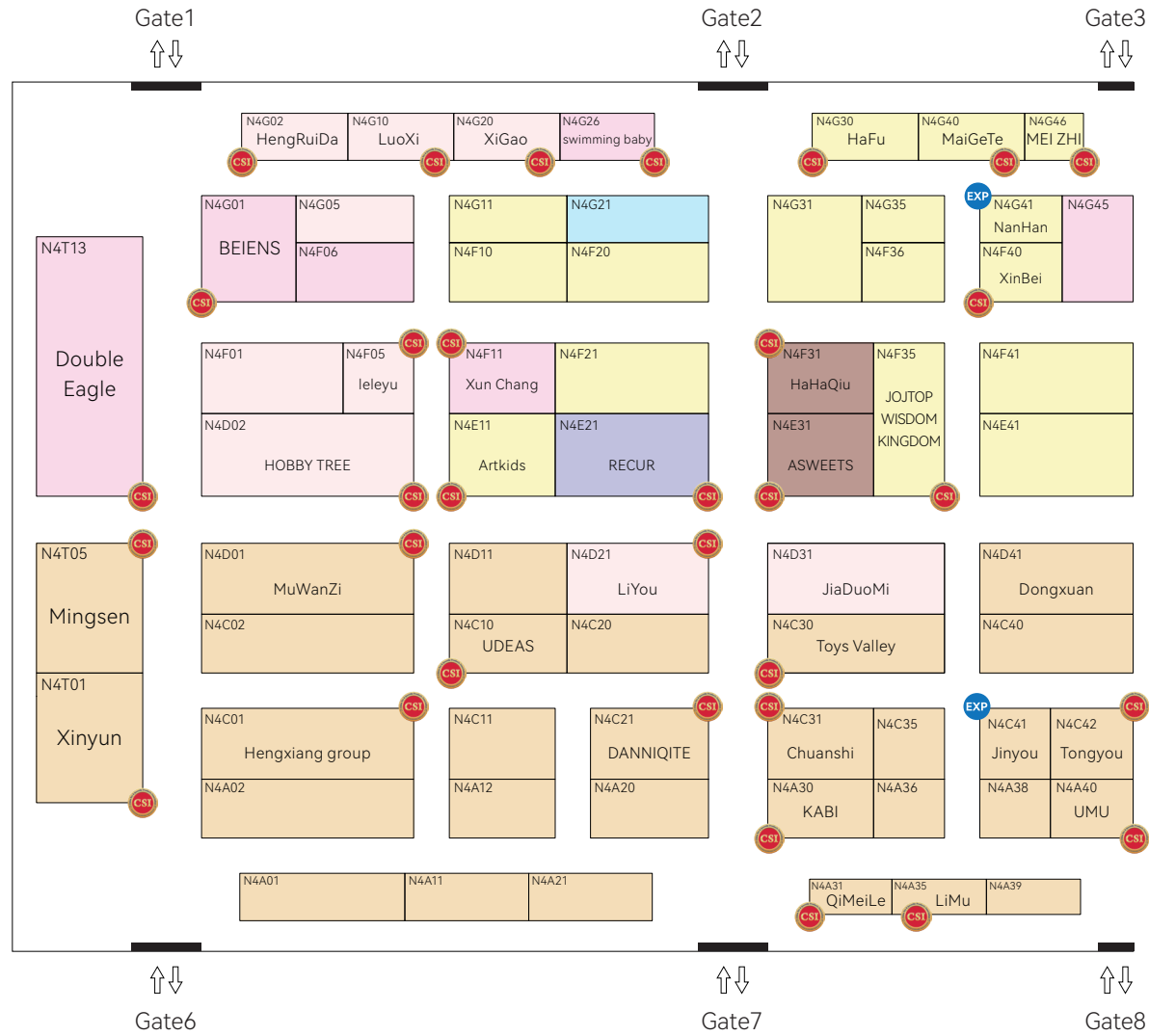



- Art & Hobby Toys
- Model toy
- General Toys
- Educational toys & Games
- Board Game & Card Game
- Soft Toys, Dolls
- Electronic & Remote Control Toys
- Equipment, Raw Materials & Accessories
- Festive & Party Items

- CSI Certified Suppliers
- EXP Export Ready

Connect with 1500+ Toy & Baby Certified Supplier in One-stop



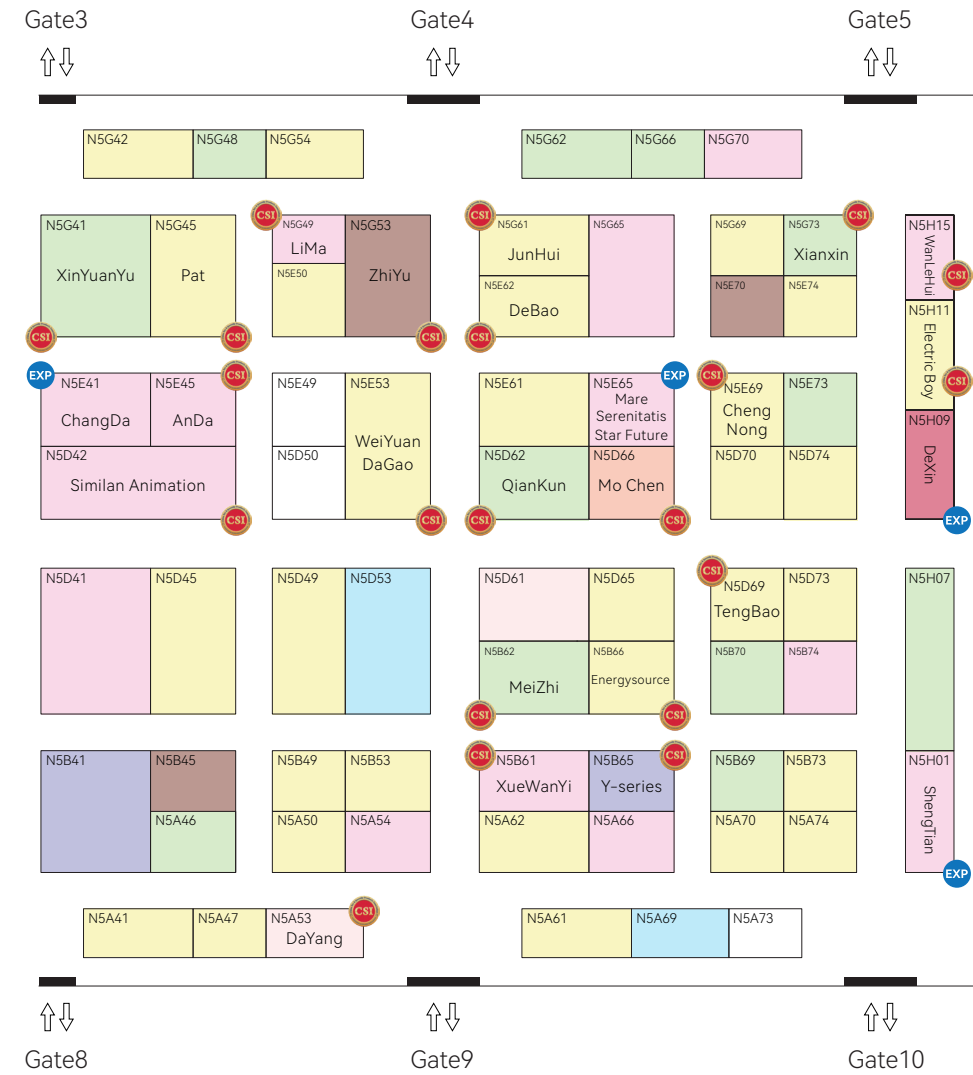
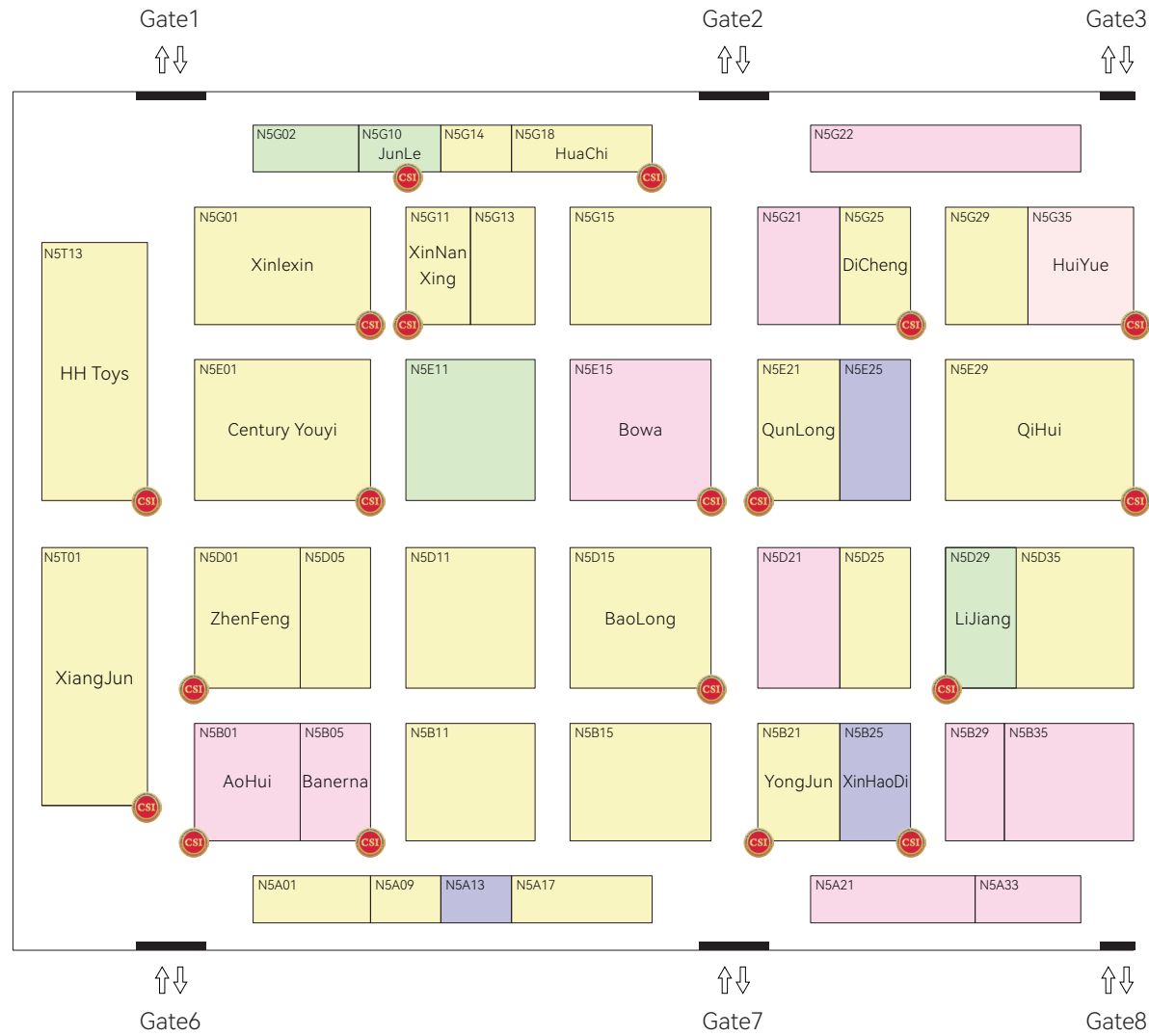


- Wooden & Bamboo Toys
- Educational toys & Games
- General Toys
- Baby & Infant Toys
- Model toy
- Soft Toys, Dolls
- Smart-Tech Toys
- Board Game & Card Game
- Electronic & Remote Control Toys
- Outdoor & Sporting Items
- Gifts & Craftworks
- Equipment, Raw Materials & Accessories
- Testing, Inspection & Certification Services

- Certified Suppliers
- Export Ready

Connect with 1500+ Toy & Baby Certified Supplier in One-stop





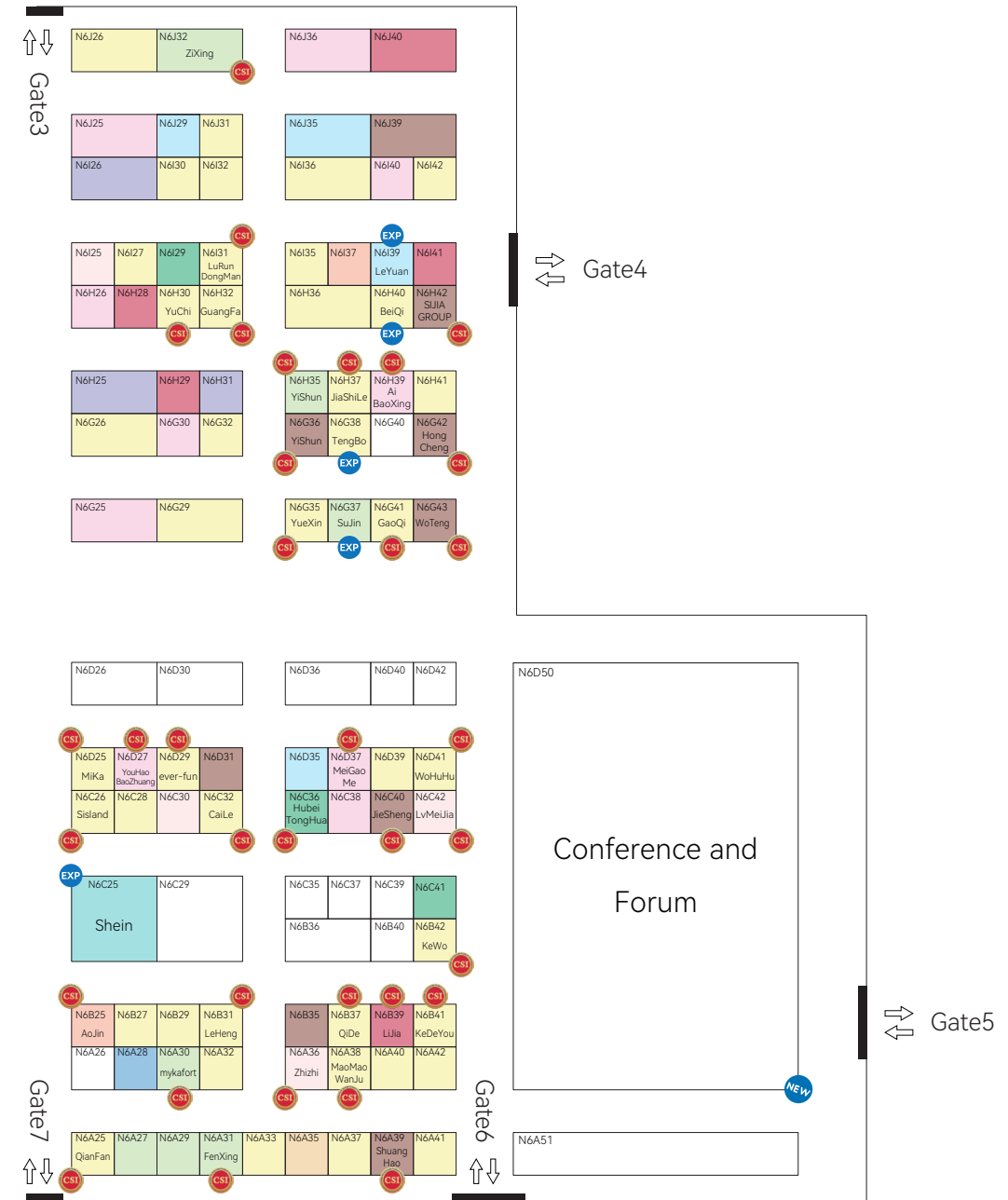
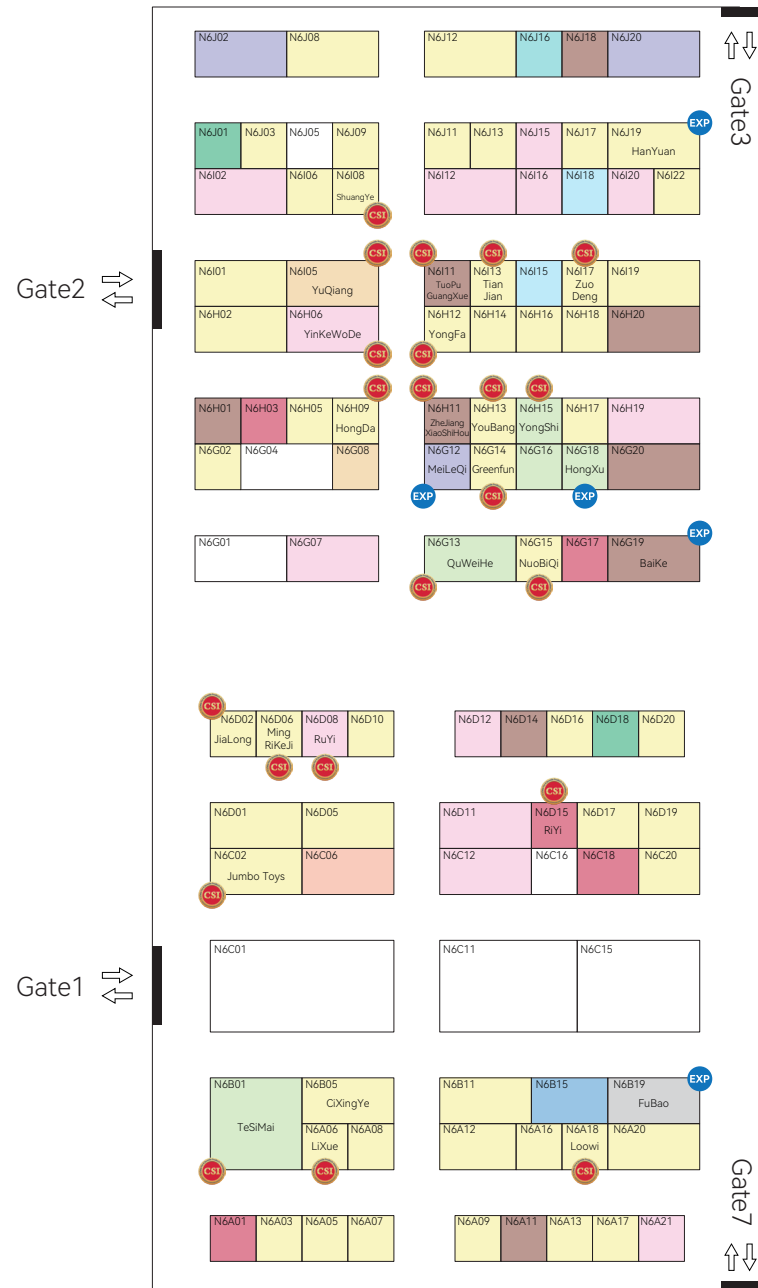
- Educational toys & Games
- General Toys
- Electronic & Remote Control Toys
- Model toy
- Baby & Infant Toys
- Soft Toys, Dolls
- Art & Hobby Toys
- Outdoor & Sporting Items
- Equipment, Raw Materials & Accessories

Certified Suppliers

Export Ready

Connect with 1500+ Toy & Baby Certified Supplier in One-stop





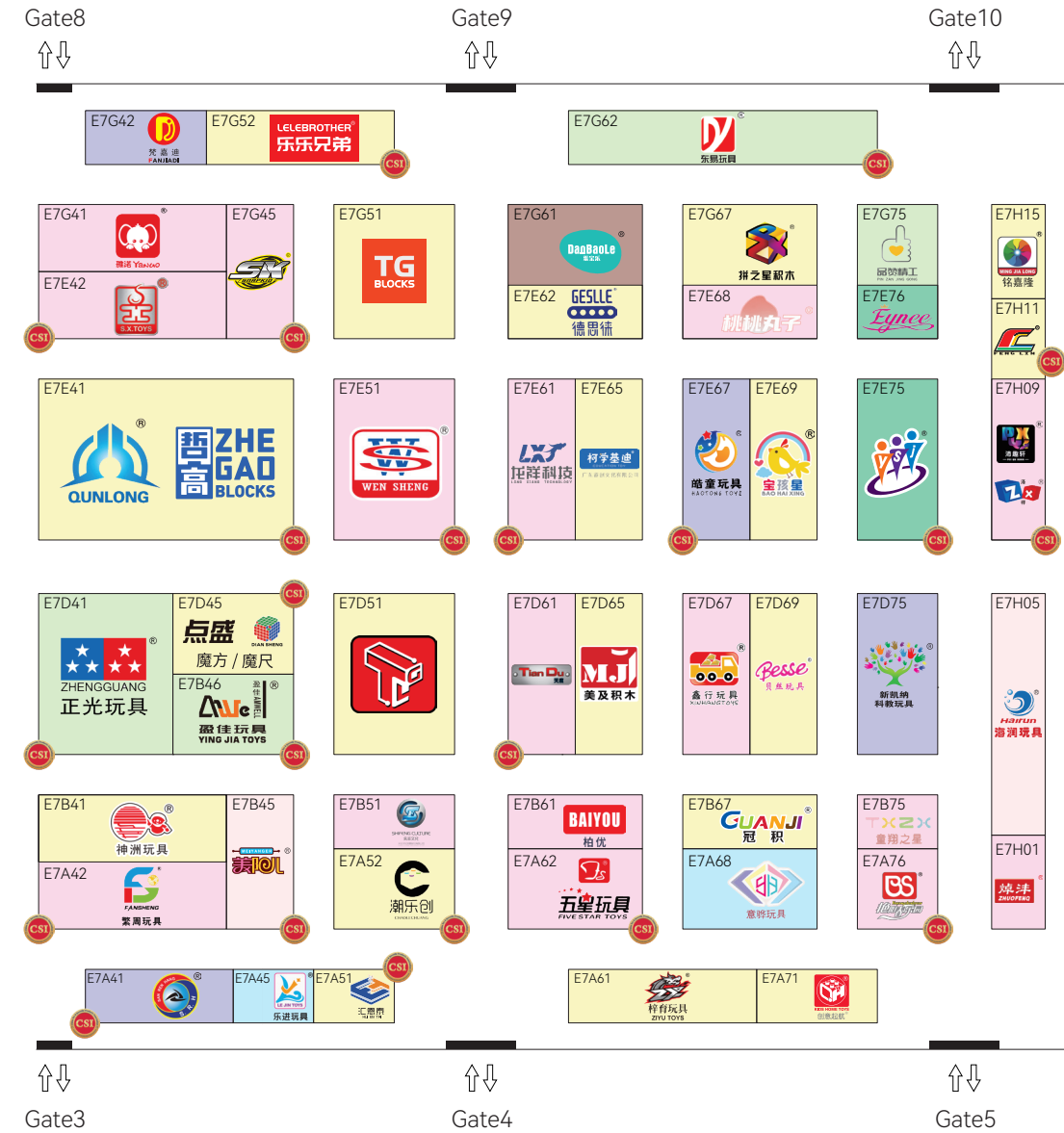
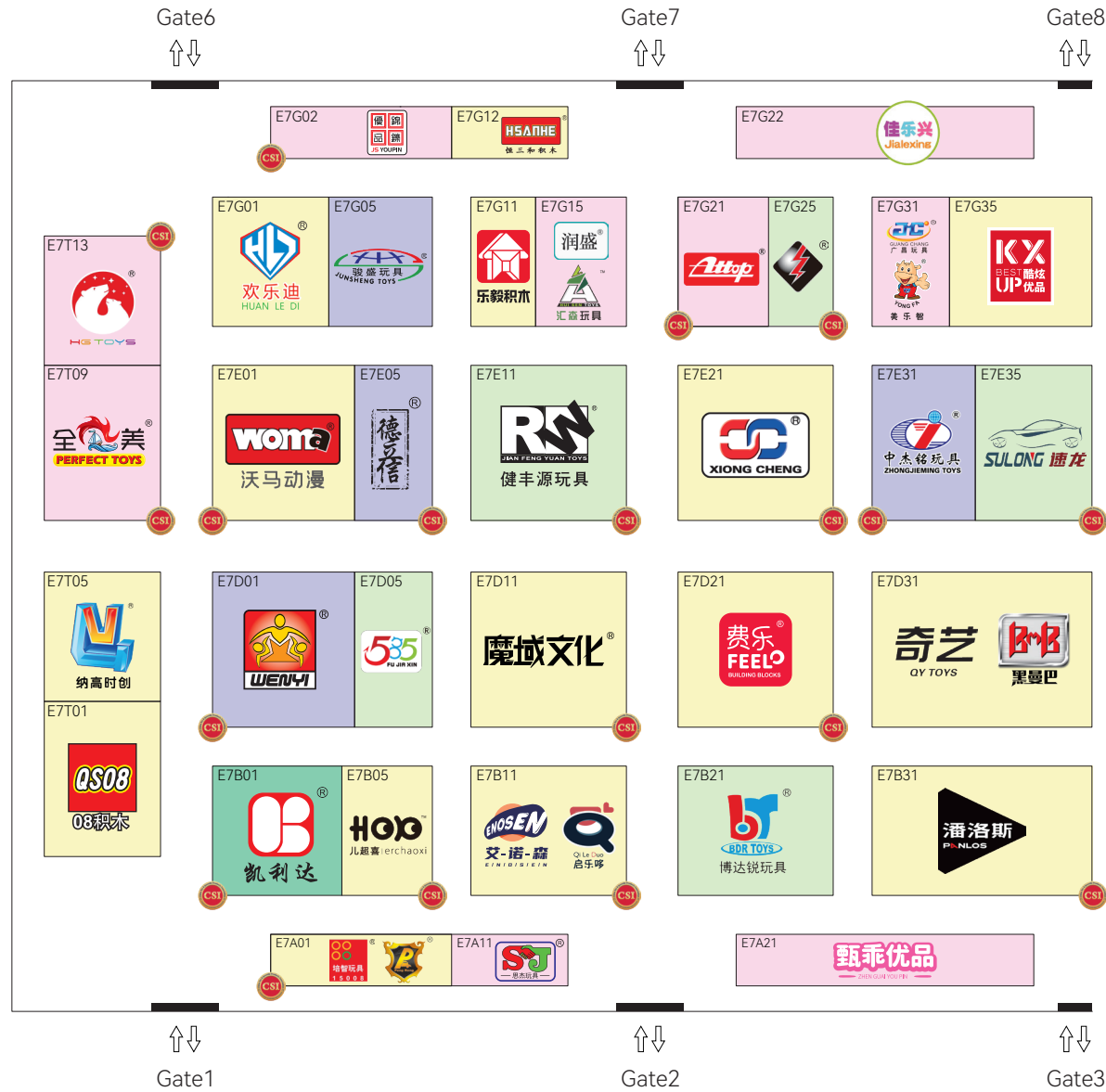
- General Toys
- Electronic & Remote Control Toys
- Soft Toys, Dolls
- Educational toys & Games
- Wooden & Bamboo Toys
- Art & Hobby Toys
- Model toy
- Baby & Infant Toys
- Smart-Tech Toys
- Outdoor & Sporting Items
- Gifts & Craftworks
- Festive & Party Items
- Equipment, Raw Materials & Accessories
- Testing, Inspection & Certification Services
- Design Services
- Pet Toys

- Certified Suppliers
- Export Ready

Connect with 1500+ Toy & Baby Certified Supplier in One-stop







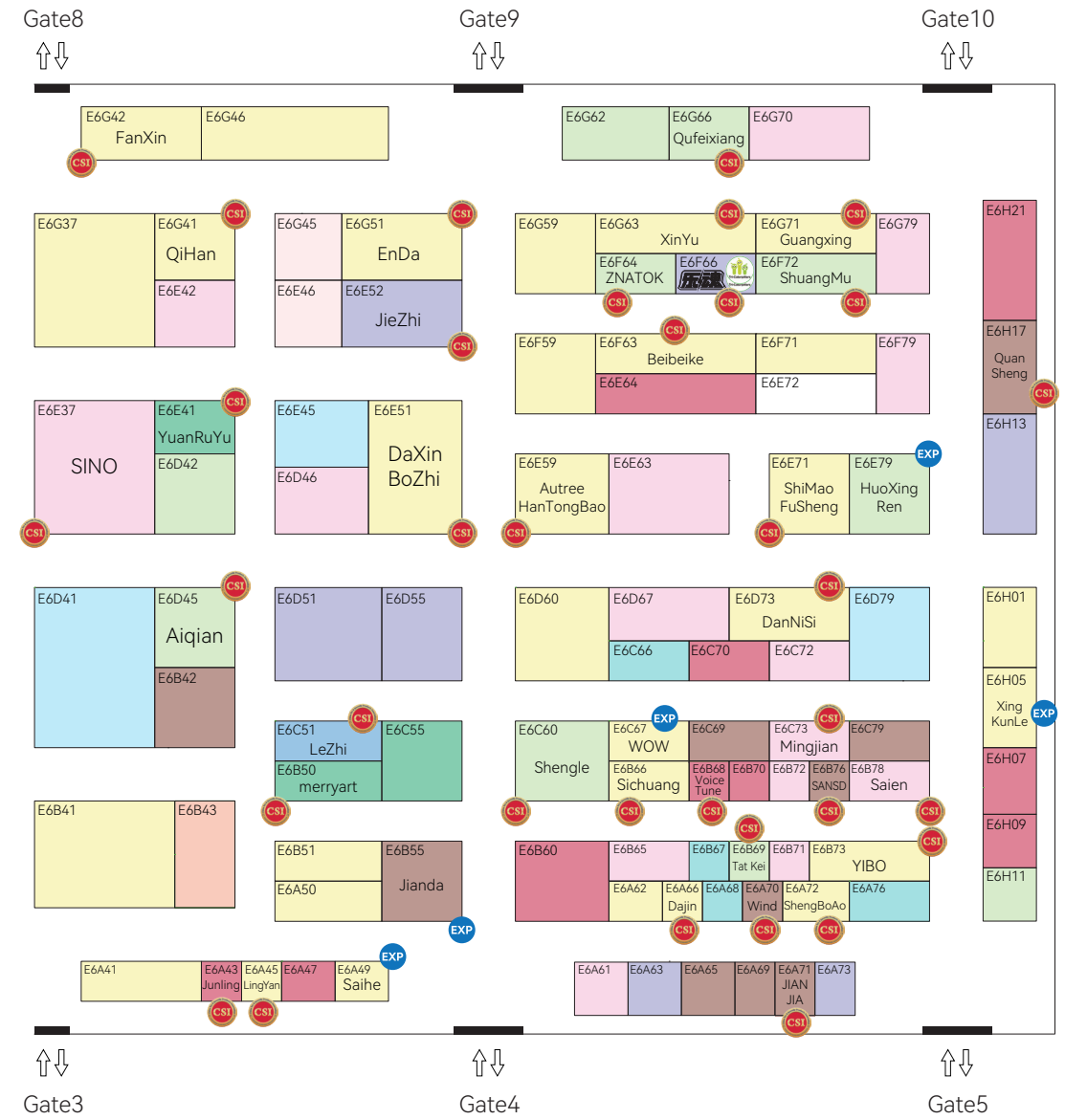
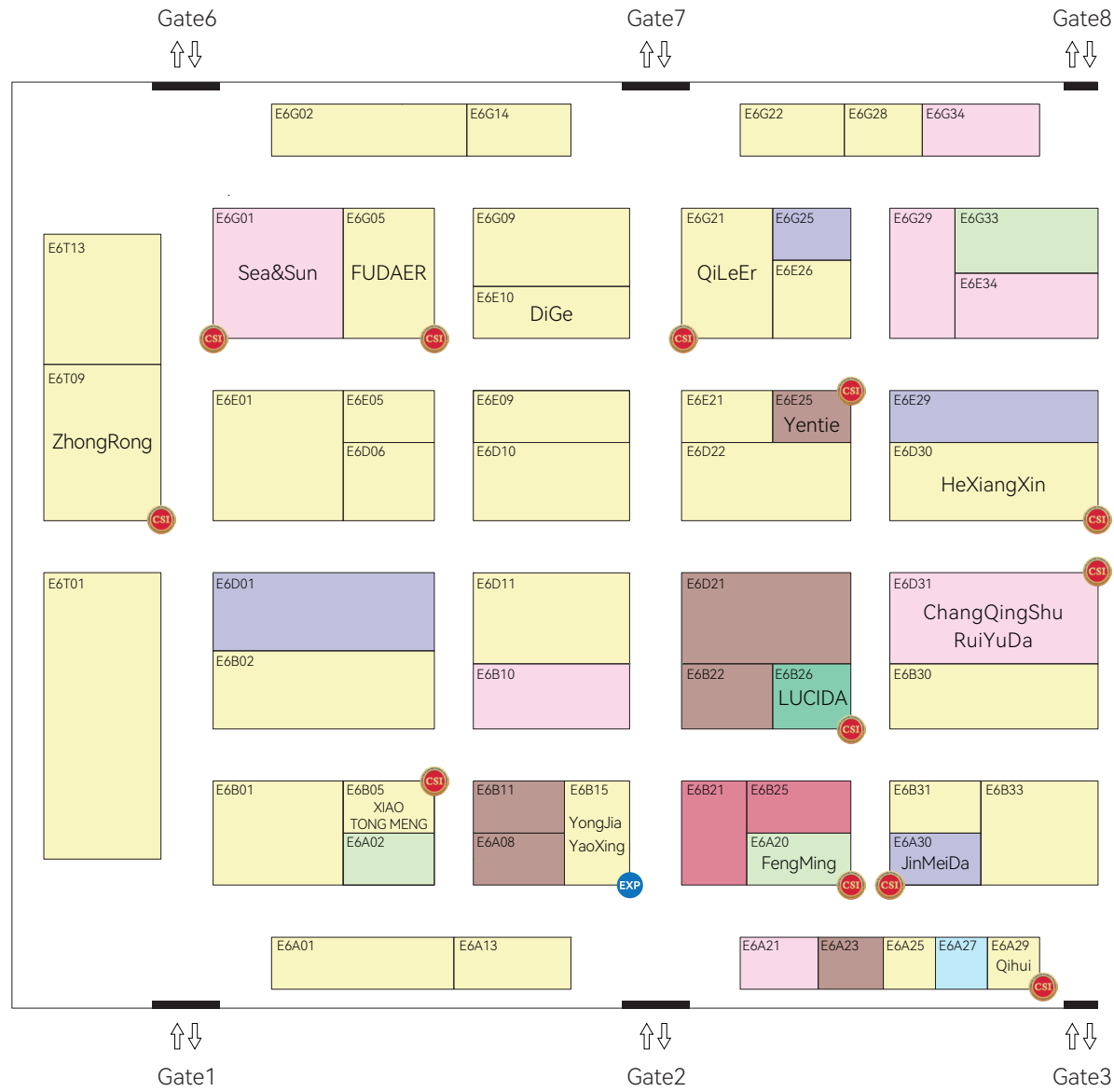
- Educational toys & Games
- General Toys
- Baby & Infant Toys
- Electronic & Remote Control Toys
- Model toy
- Soft Toys, Dolls
- Outdoor & Sporting Items
- Festive & Party Items

 Certified Suppliers

Connect with 1500+ Toy & Baby Certified Supplier in One-stop







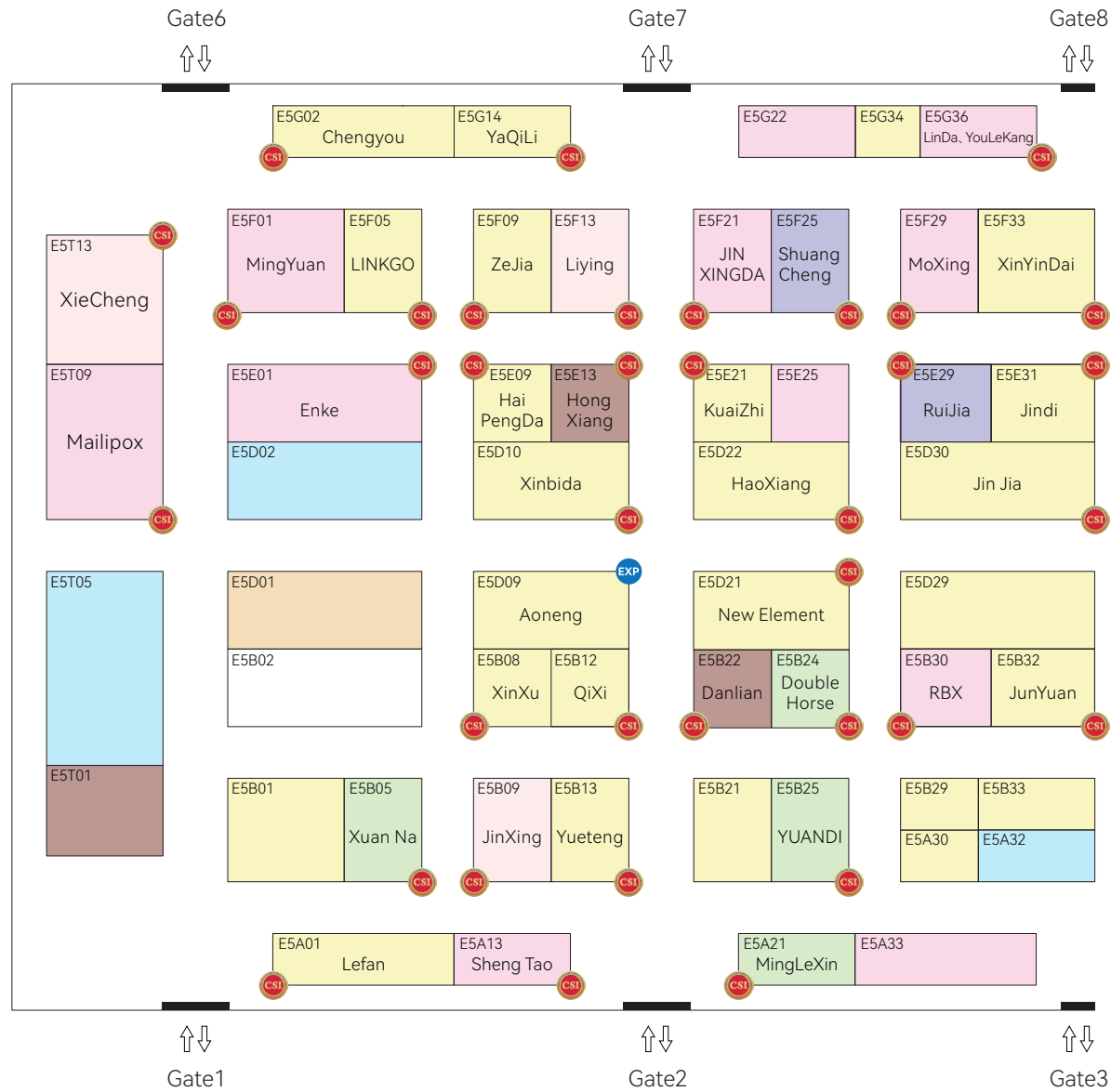
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|----------------------------------|-----------------------|--|--|
| Educational toys & Games         | General Toys          | Model toy                              | Soft Toys, Dolls                             |
| Electronic & Remote Control Toys | Baby & Infant Toys    | Smart-Tech Toys                        | Outdoor & Sporting Items                     |
| Art & Hobby Toys                 | Festive & Party Items | Equipment, Raw Materials & Accessories | Testing, Inspection & Certification Services |

Certified Suppliers

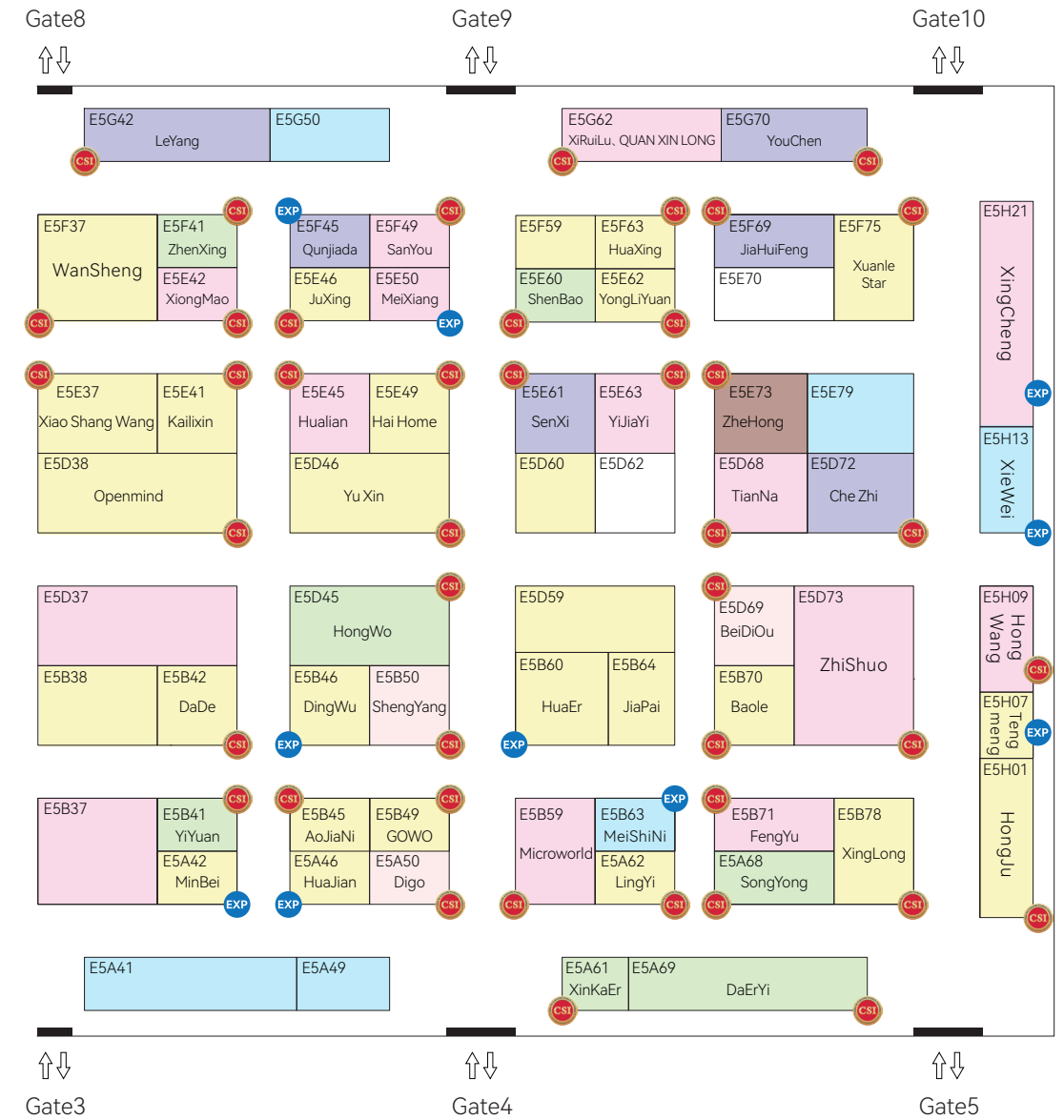
Export Ready

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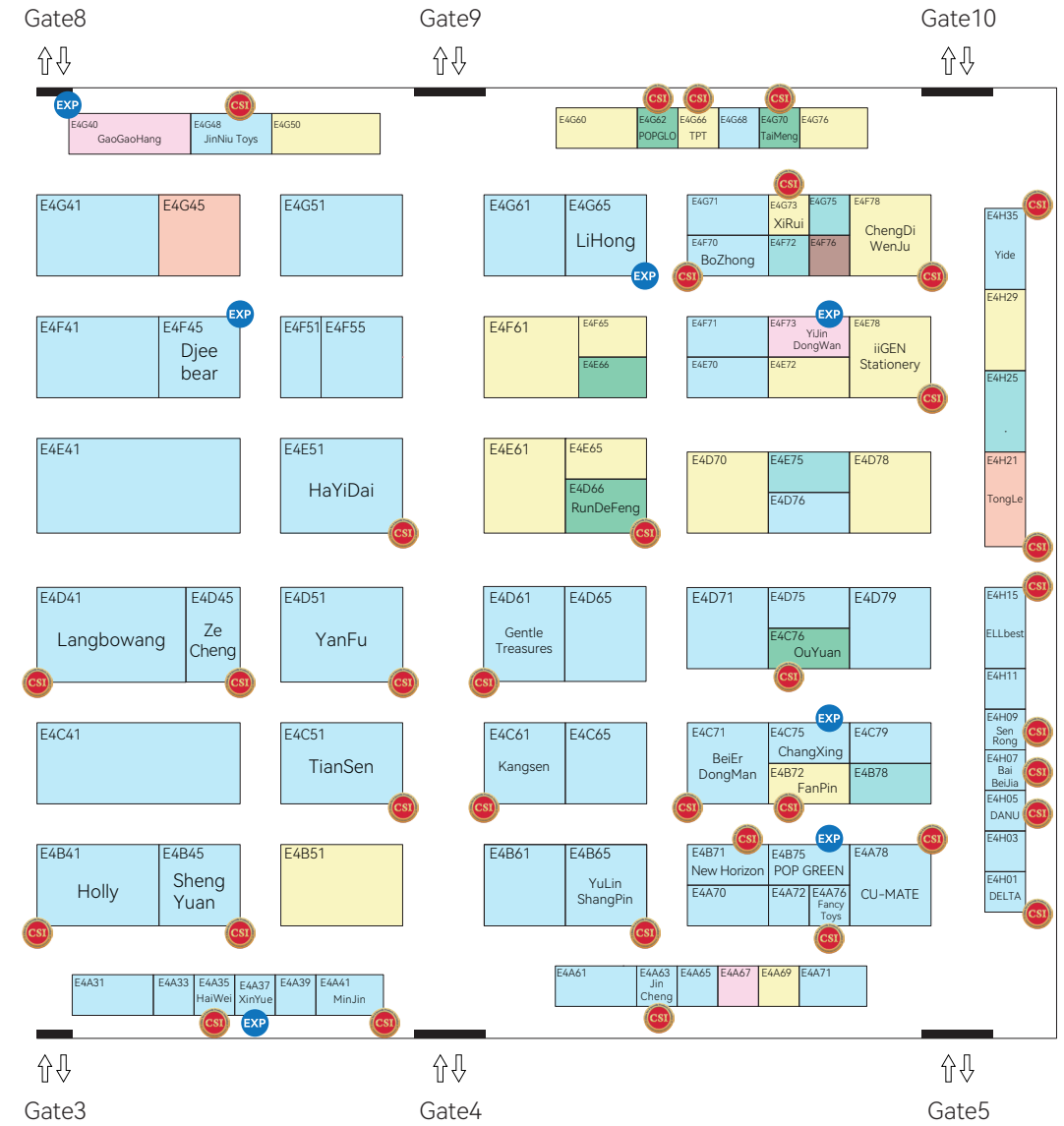
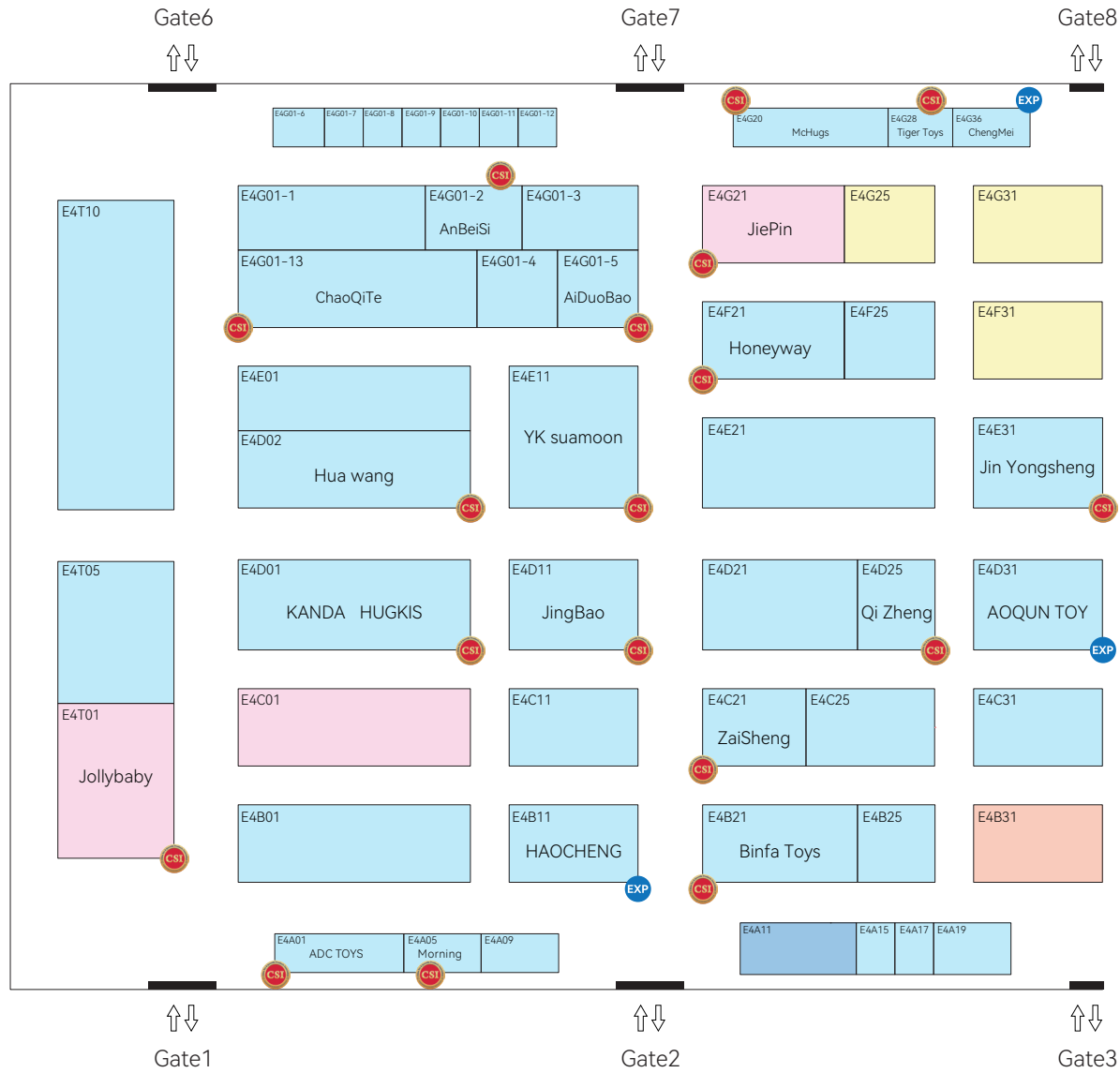
- Educational toys & Games
- General Toys
- Electronic & Remote Control Toys
- Baby & Infant Toys
- Model toy
- Outdoor & Sporting Items
- Wooden & Bamboo Toys
- Soft Toys, Dolls



- Certified Suppliers
- Export Ready

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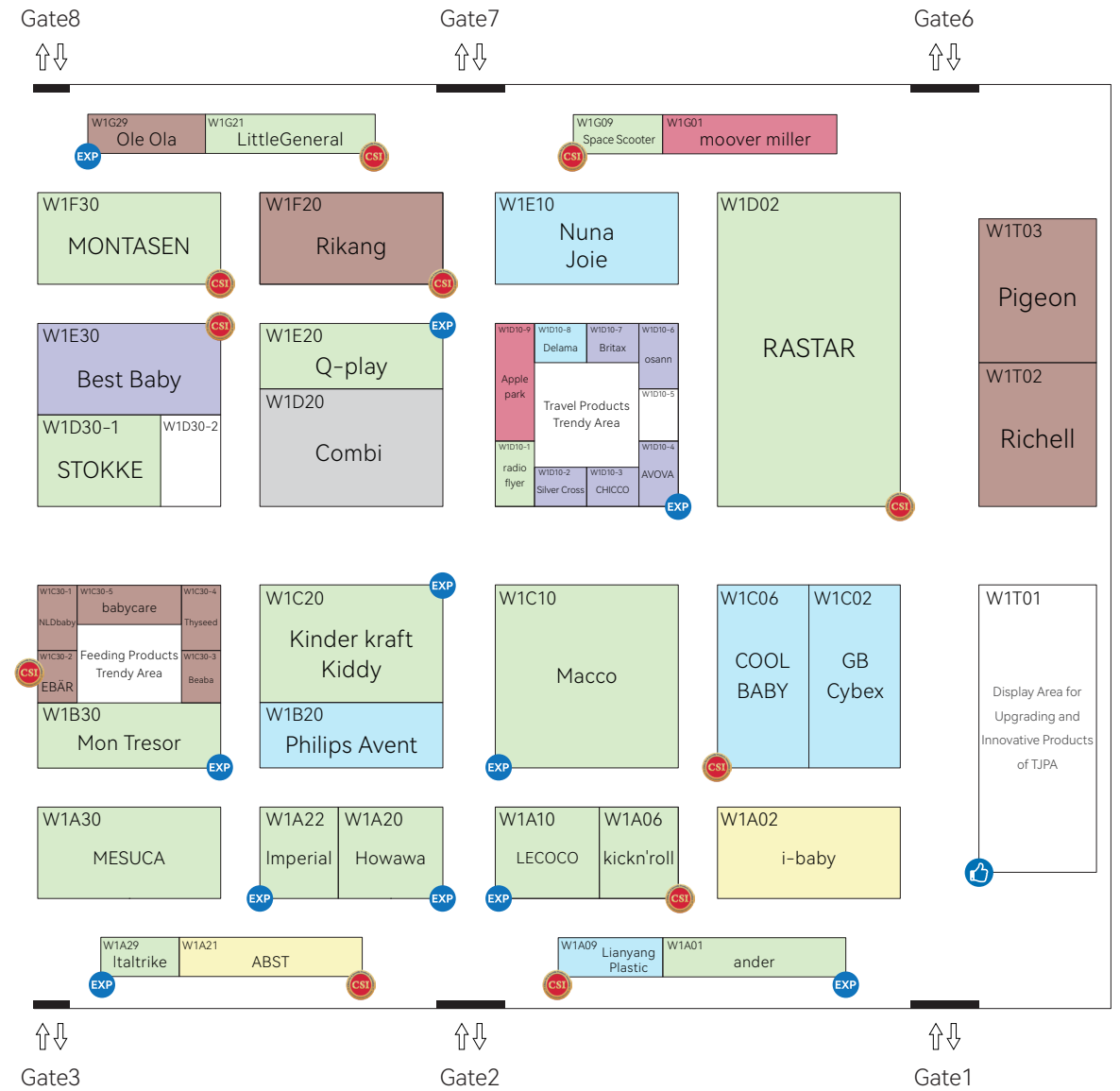
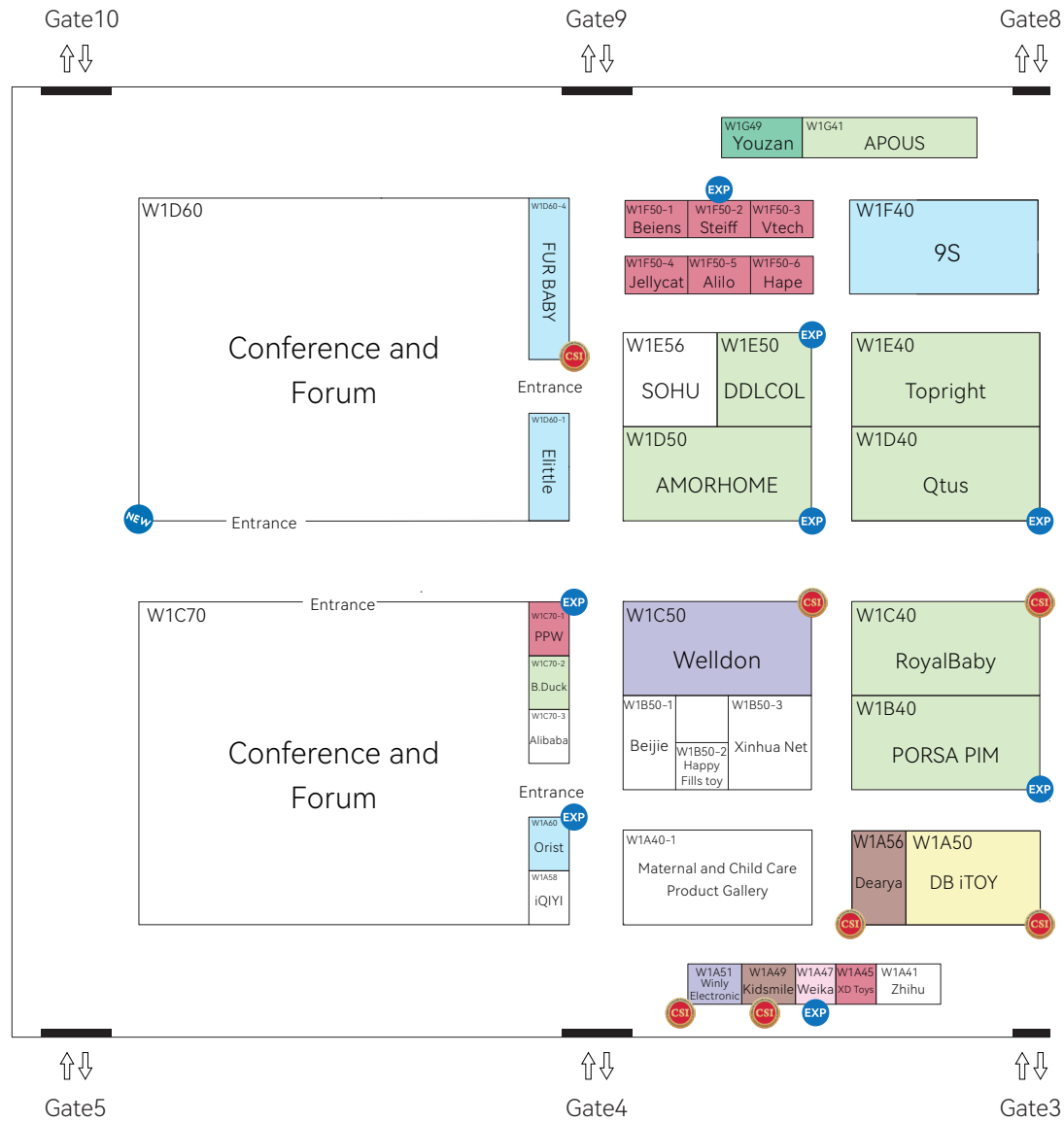












- Soft Toys, Dolls
- Educational toys & Games
- General Toys
- Festive & Party Items
- Art & Hobby Toys
- Outdoor & Sporting Items
- Testing, Inspection & Certification Services
- Smart-Tech Toys

- Certified Suppliers
- Export Ready

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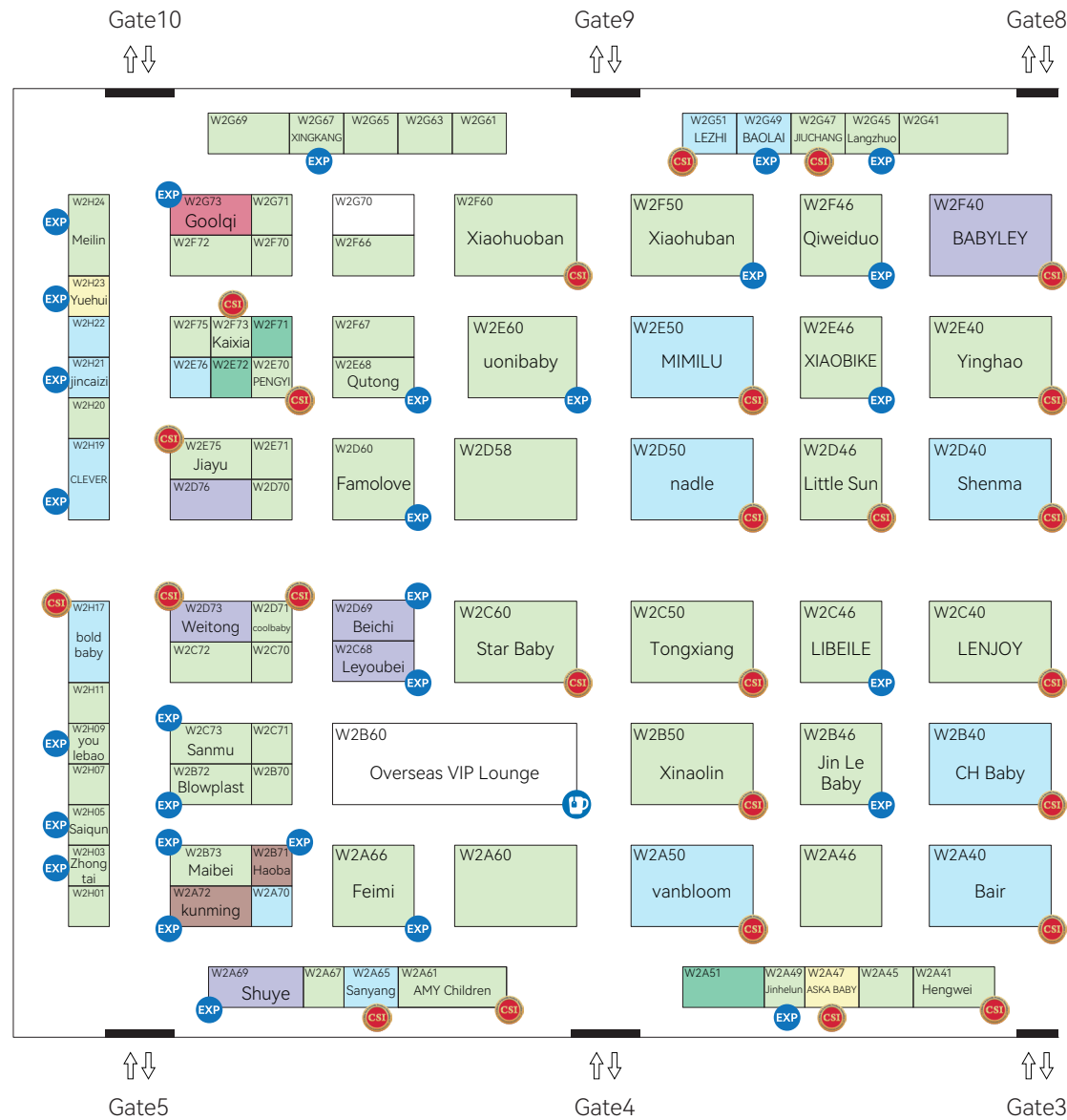


-  Children's Car Seats and Accessories
-  Strollers and Accessories
-  Ride-on Products
-  General Baby Products
-  Baby Bathtub, Potty and Other Products
-  Baby & Infant Toys
-  Children's Furnitures and Home Décor
-  Baby Care, Bathing, Feeding and Other Products
-  Others

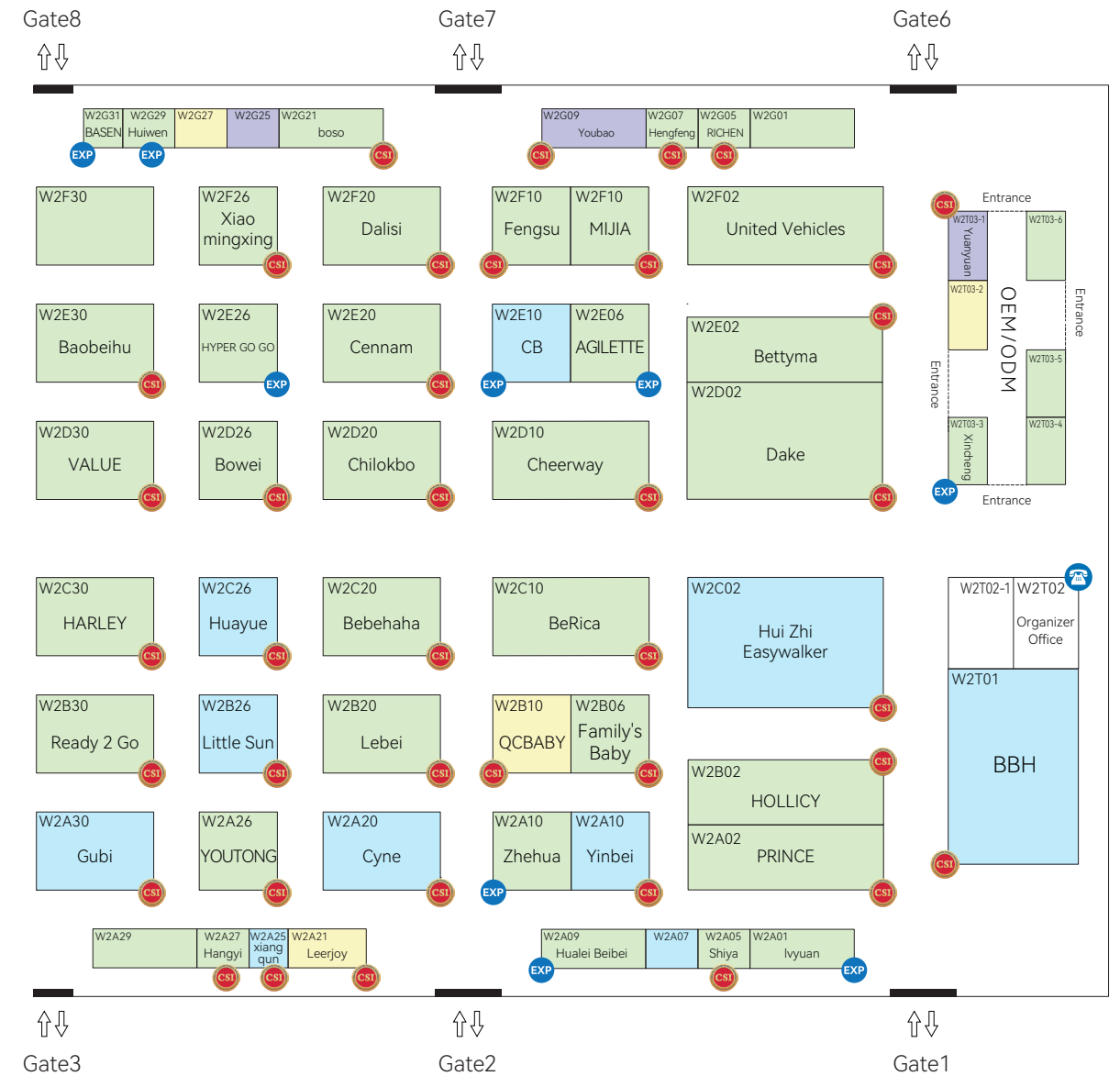
-  Certified Suppliers
-  Export Ready

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- Children's Car Seats and Accessories
- Strollers and Accessories
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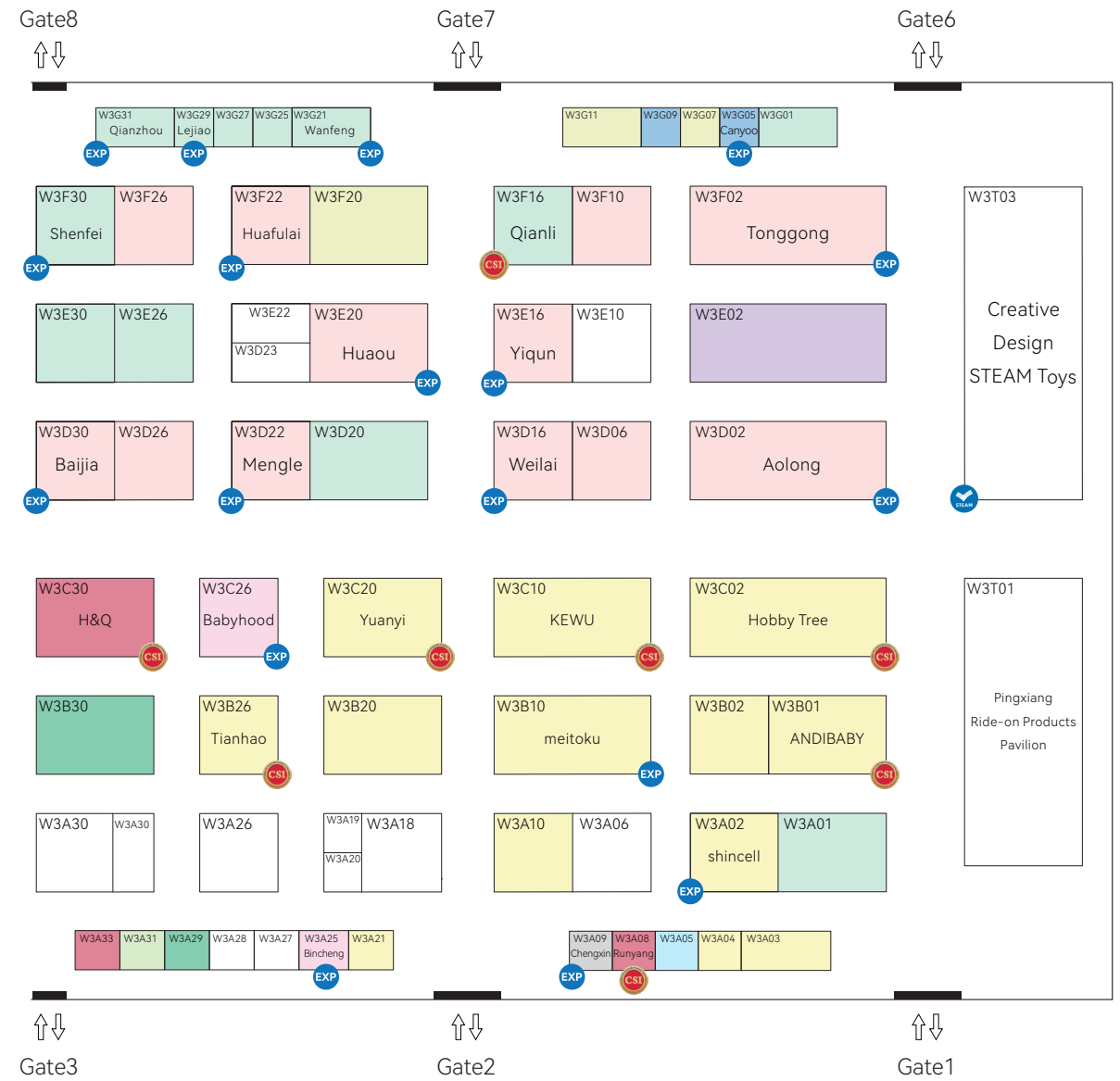
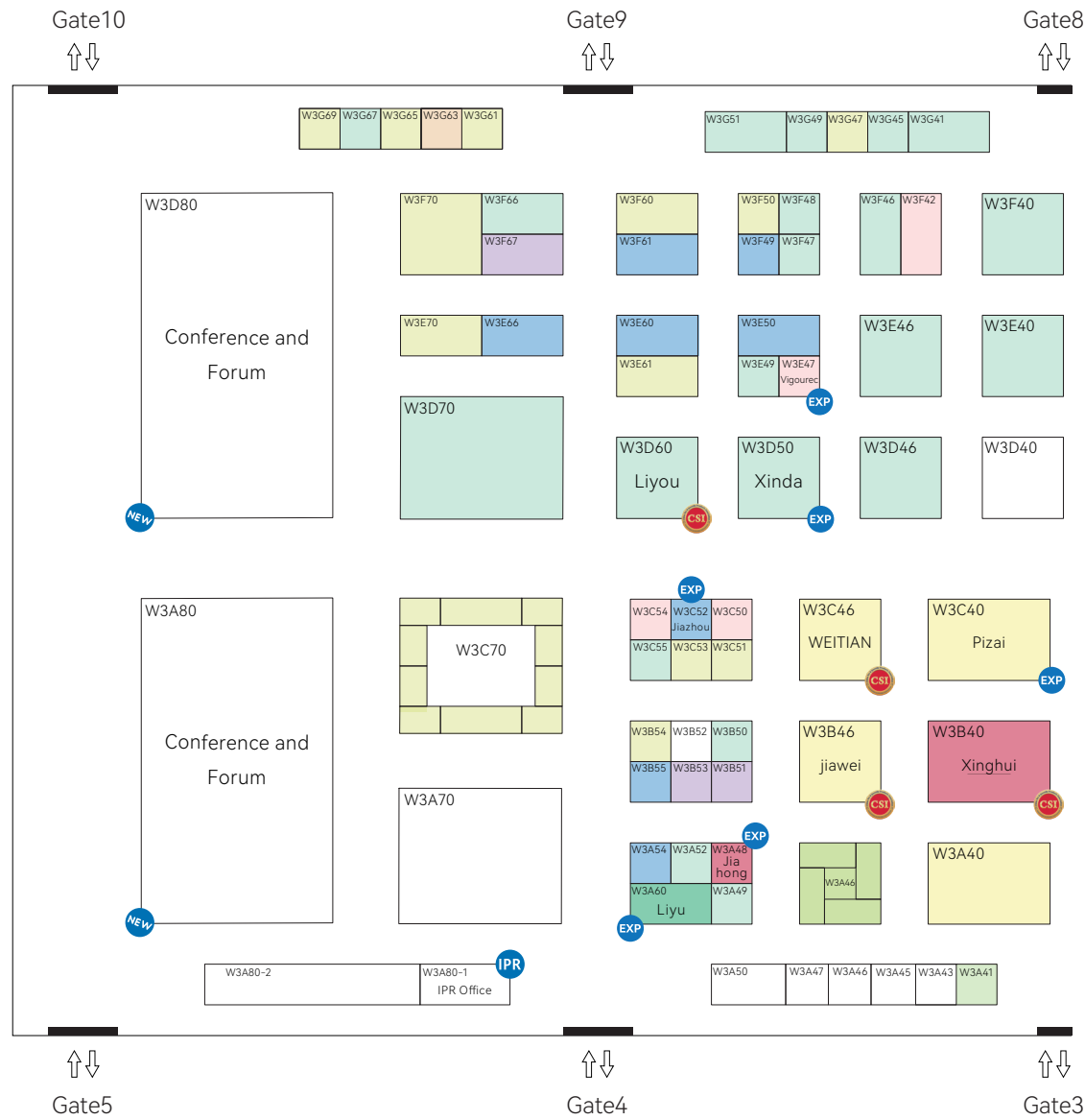
- Certified Suppliers
- Export Ready

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# Floor Plan of Hall W3

\*Subject to change as of September 22, 2023.

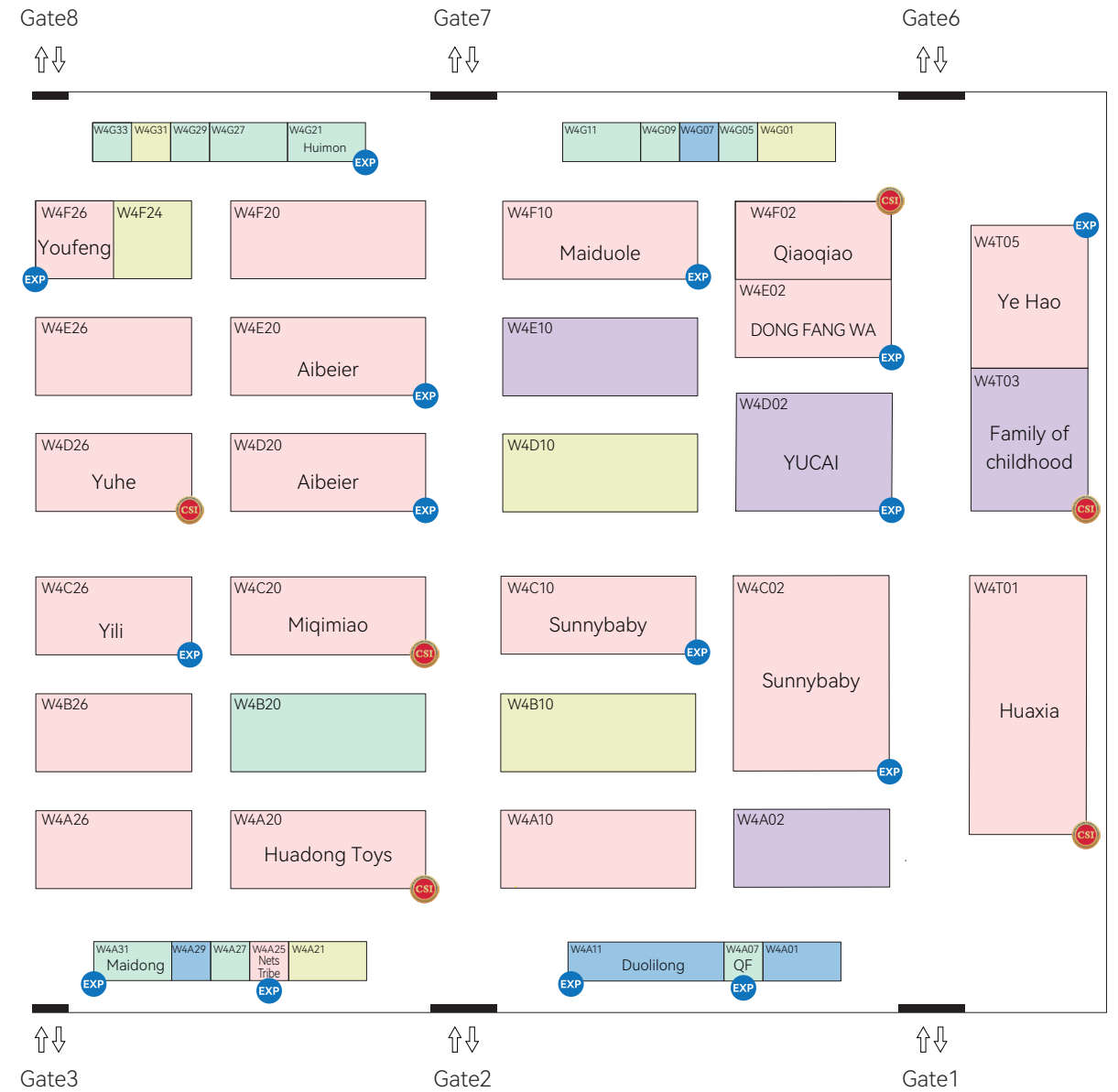
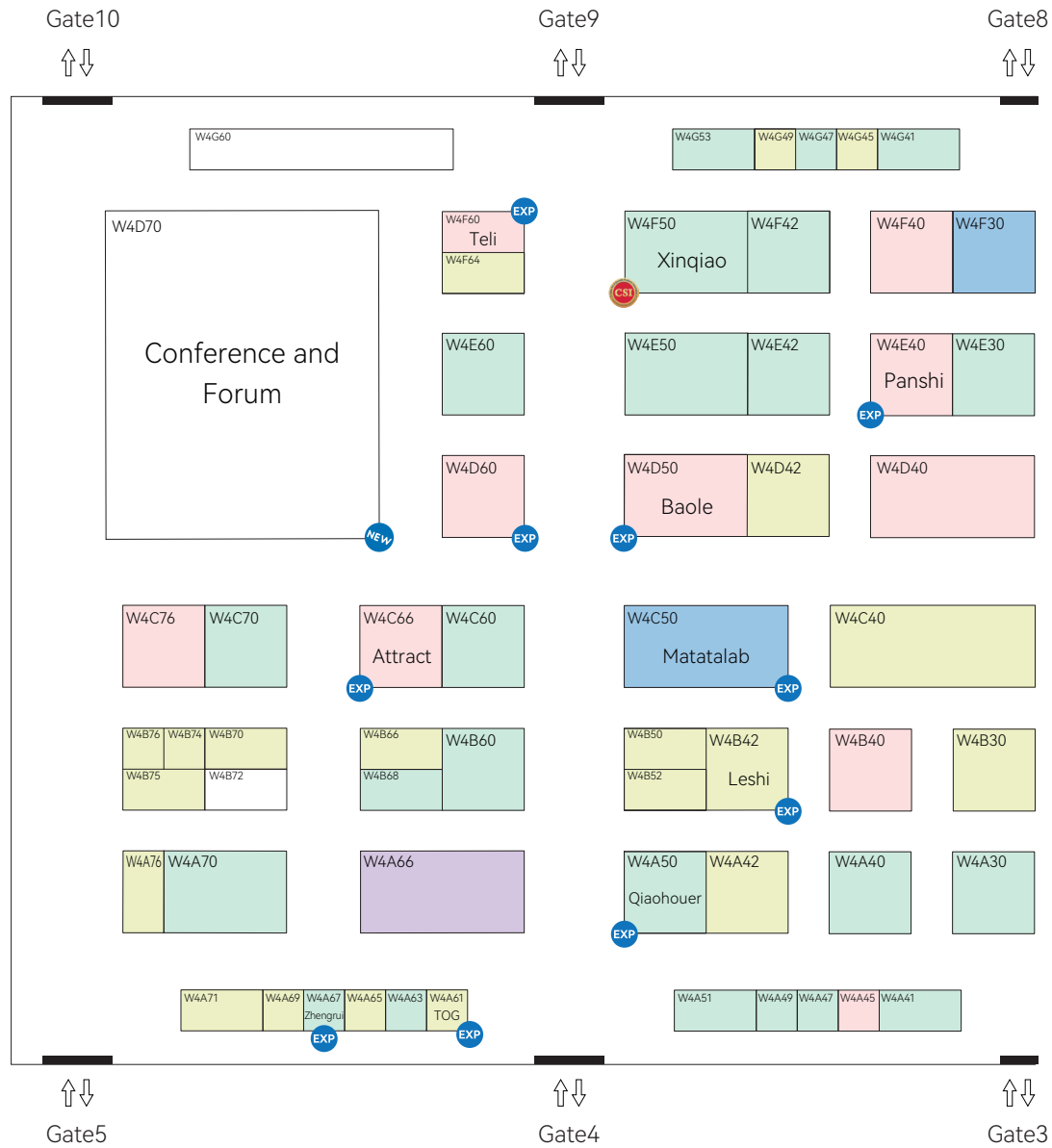


- Teaching Toys
- Courses and others
- Management and Logistics
- Outdoor Facilities of Kindergarten
- Furnitures and Home Décor of Kindergarten
- Textile products and Uniform of Kindergarten
- Children's Furnitures and Home Décor
- Strollers and Accessories
- Ride-on Products
- Baby & Infant Toys
- Baby Bathtub, Potty and Other Products
- General Baby Products
- Others

- Certified Suppliers
- Export Ready

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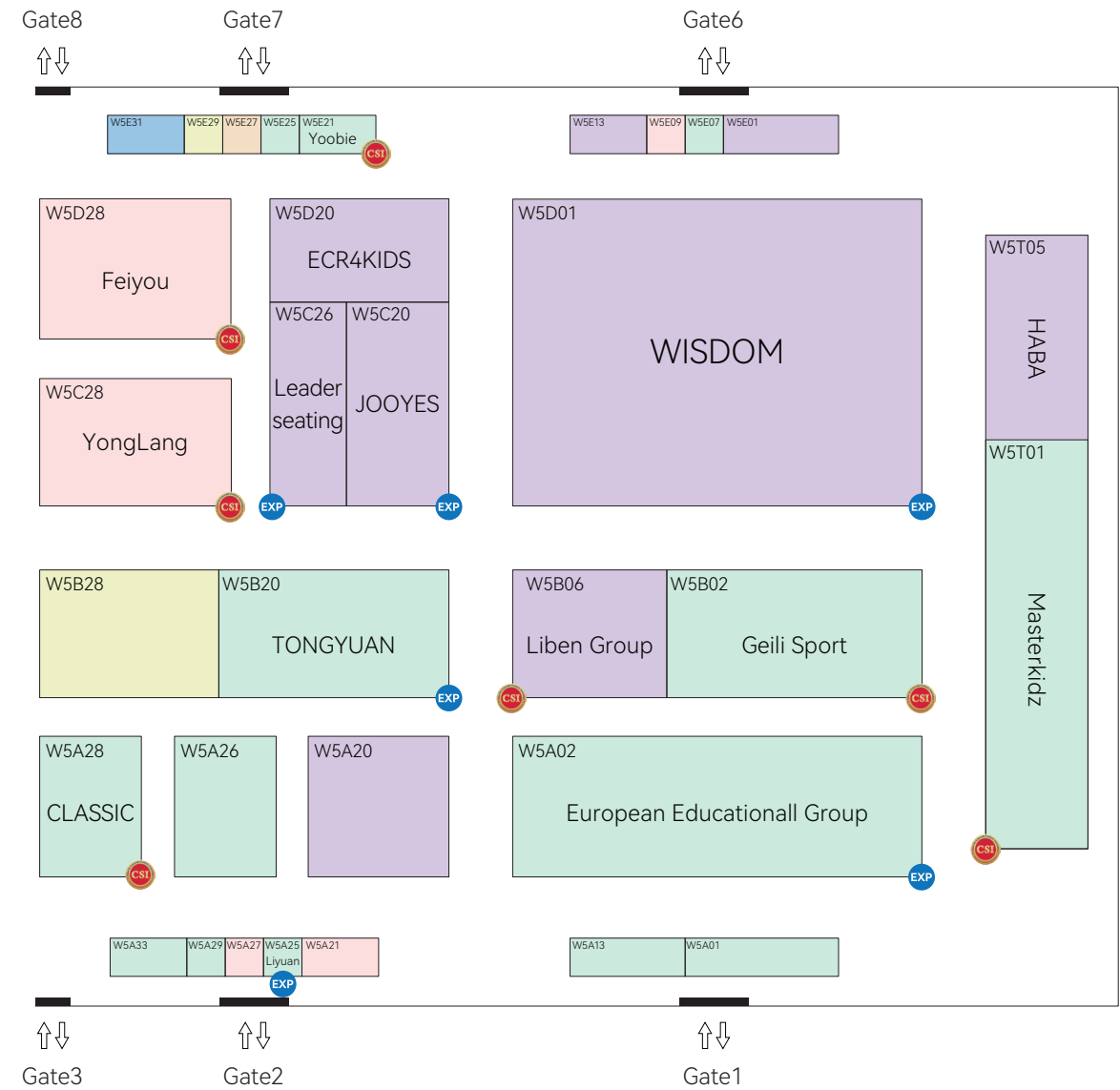
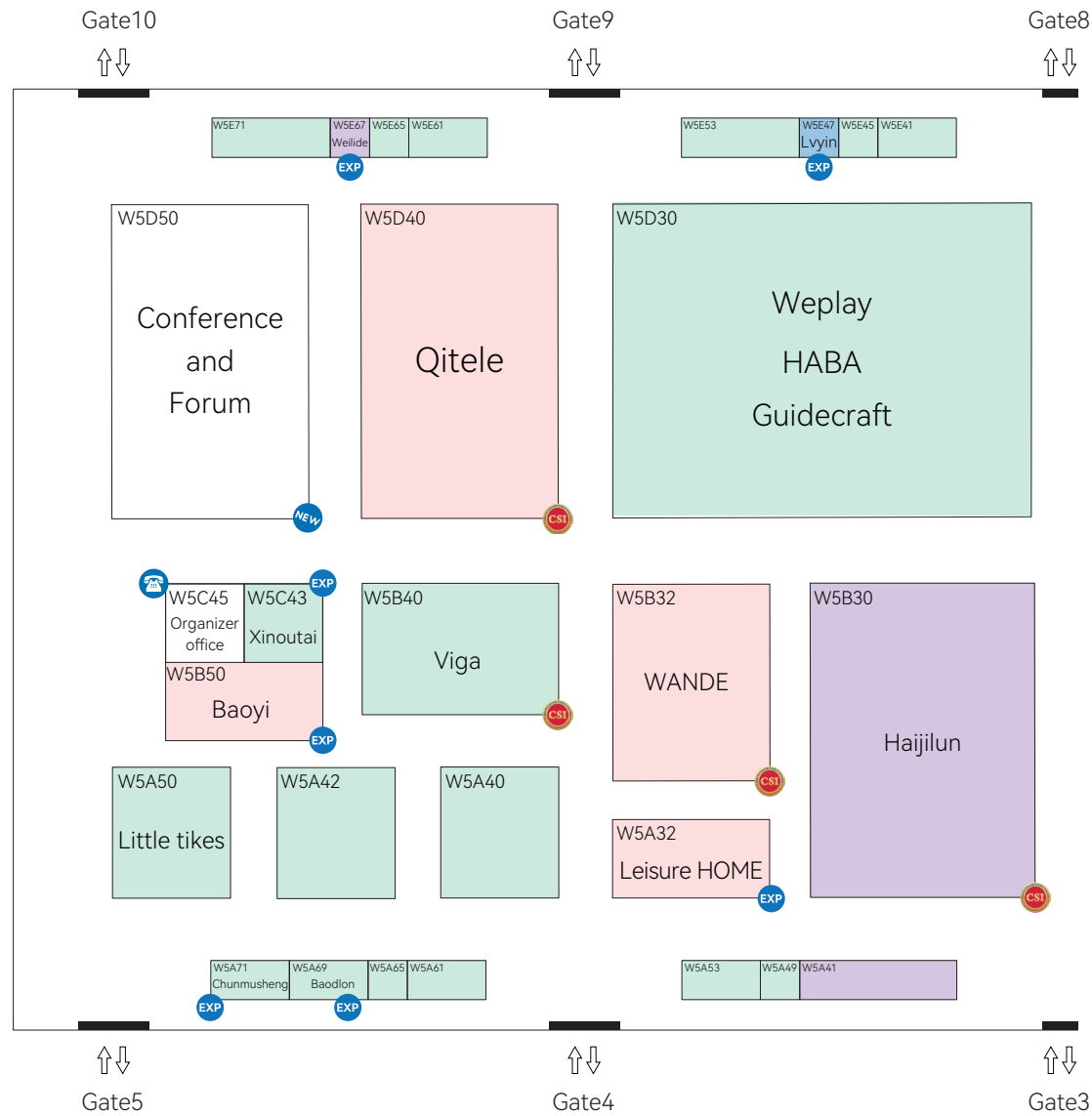


- Teaching Toys
- Courses and others
- Management and Logistics
- Outdoor Facilities of Kindergarten
- Furnitures and Home Décor of Kindergarten

- Certified Suppliers
- Export Ready

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- Teaching Toys
- Courses and others
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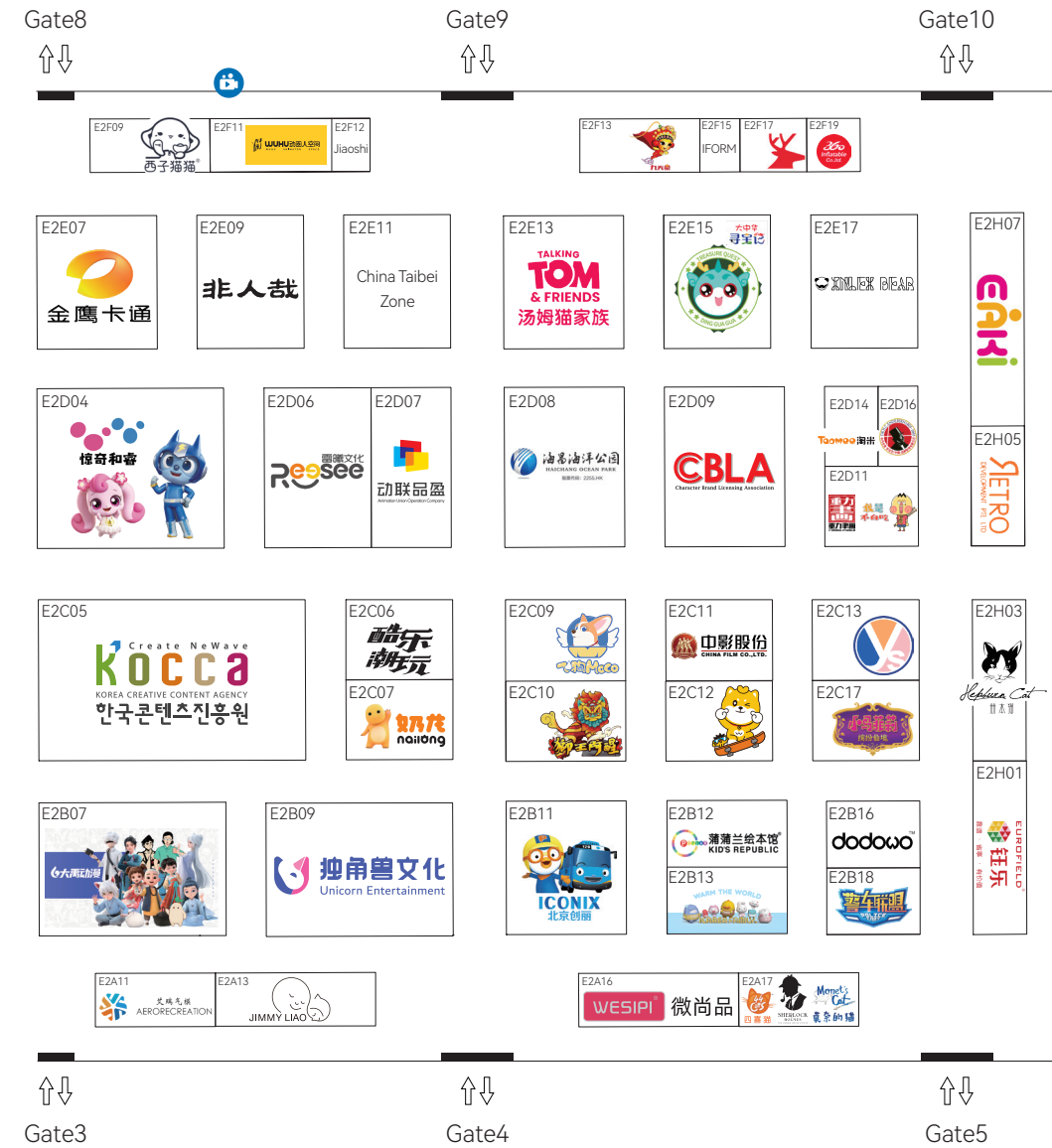
- CST Certified Suppliers
- EXP Export Ready

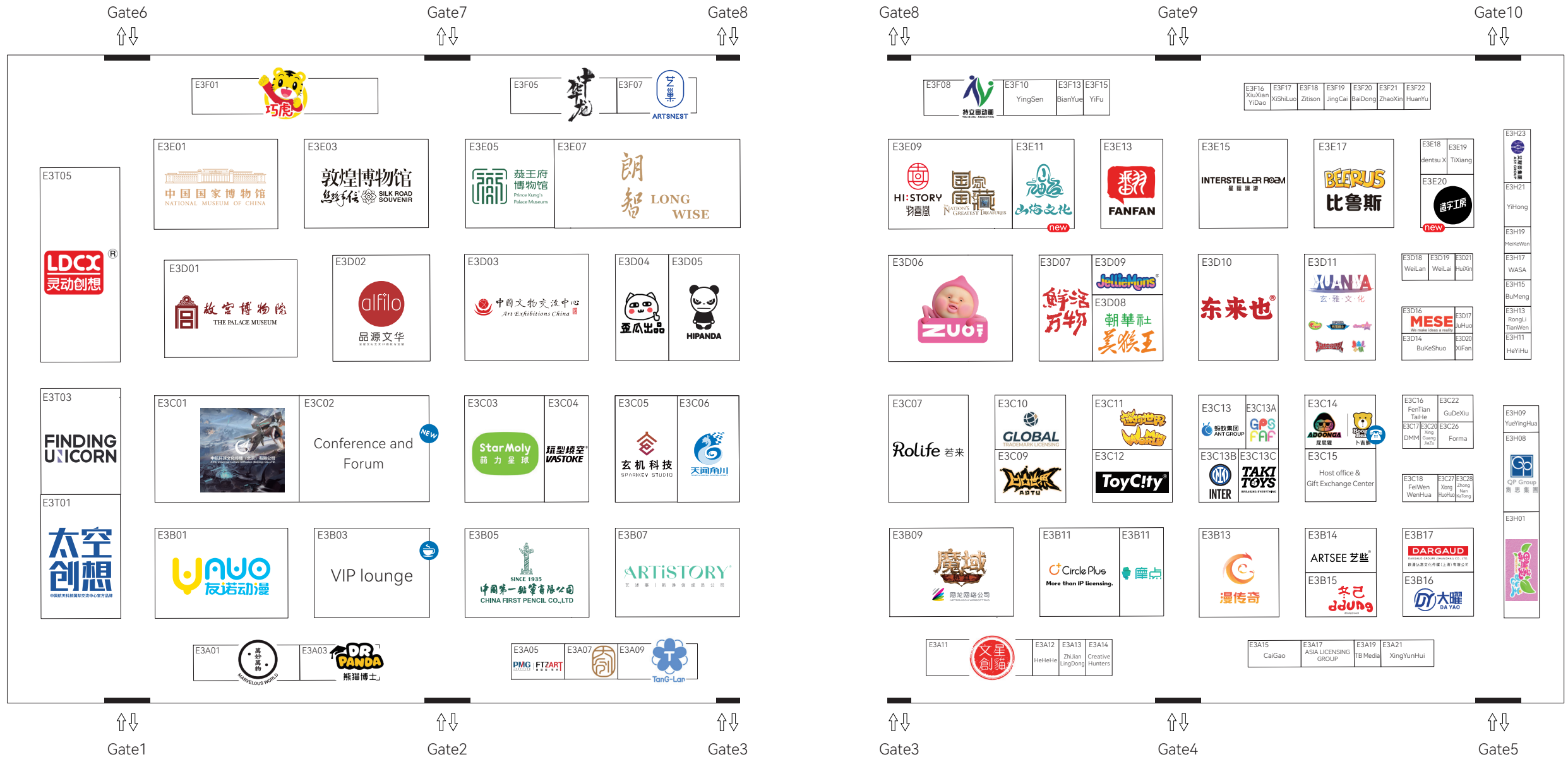
Connect with 1500+ Toy & Baby Certified Supplier in One-stop













## Certified Supplier Initiative

Initiated by CTJPA which is the only national wide trade organization of toy and baby products in China.

The purpose of CSI is to build a reliable platform of searching top-rated qualified Chinese manufacturers which hold valid testing reports and certificates to meet various standards of product safety, safety assurance, social responsibility, and specified standards by individual buyers.

CTJPA verifies the validation of all certifications and testing reports submitted by suppliers and publishes all comprehensive information of CERTIFIED SUPPLIER, which facilitates international buyers to find the desired products and connect with over 1500 suppliers accurately and efficiently.

### ★ Product Safety Certificates

Compulsory product safety certificates or testing reports e.g. EN71, ASTM, SNI, ST2016, AS/NZS etc.

### ★ Safety Assurance Certificates

Certificates issued by quality management system or others, e.g. ISO9001, FCCA etc.

### ★ Specified Certificates

Certificates or testing reports requested or issued by individual buyers, e.g. FSC, RoHS, GS, FAMA etc.

### ★ Export Certificates

Certificates of self-run export rights and the capability of export directly by in-house sales team.

### ★ Social Responsibility Qualifications

Social responsibility certificates or reports issued by IETP, BSCI, SA8000, SEDEX etc.

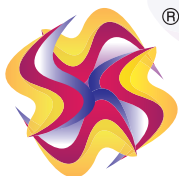
### Want to know more about CSI:

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E-mail: sam\_jia@tjpa-china.org

Ms. Claudia Wu  
Tel: +86-68293687  
E-mail: claudia\_wu@tjpa-china.org



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**See You Next Year**  
**16-18 October 2024**  
**Shanghai, China**