

CHINA
LICENSING EXPO
中国授权展



CHINA
KIDS EXPO
中国婴童展



CHINA
TOY EXPO
中国玩具展



CHINA
PRESCHOOL EXPO
中国幼教展

Visitor Guide

21-23 October 2020

Shanghai New International Expo Center · China

Organizer:



China Licensing Expo 2020 Hall E1-E3

Guiding Unit: China Licensing Federation, China National Light Industry Council

Organizer: China Toy & Juvenile Products Association

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.

China Kids Expo 2020 Hall W1-W3

Organizer: China Toy & Juvenile Products Association

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 Toy Expo 2020 Hall N1-N5, W4-W5, E7

Organizer: China Toy & Juvenile Products Association

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 Preschool Expo 2020 Hall E4-E6

Organizer: China Toy & Juvenile Products Association

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.

Opening Hours:

9.00 a.m. - 5.00 p.m. 21 October, 2020 (Wednesday)

9.00 a.m. - 5.00 p.m. 22 October, 2020 (Thursday)

9.00 a.m. - 3.00 p.m. 23 October, 2020 (Friday)

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

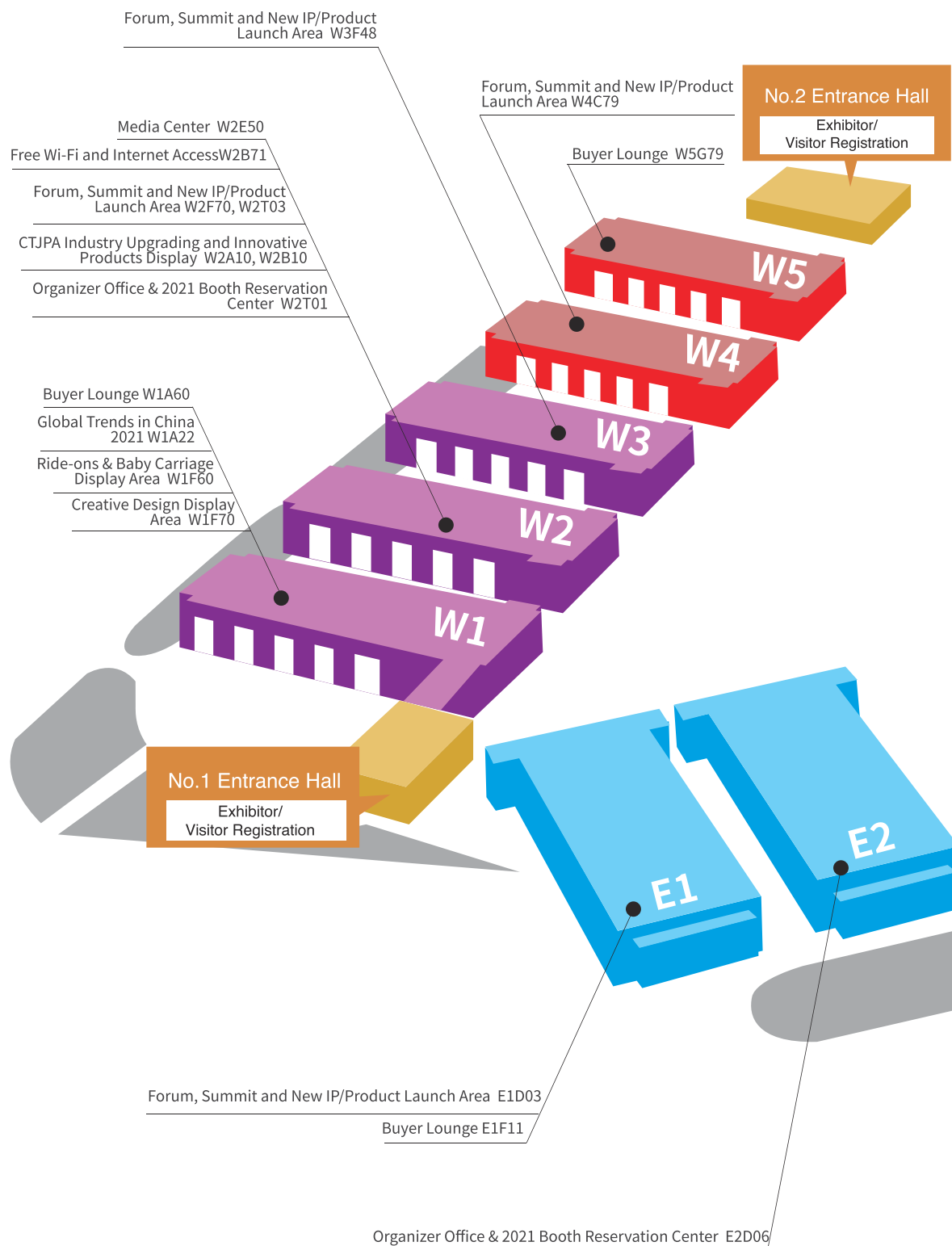
Entry Requirements

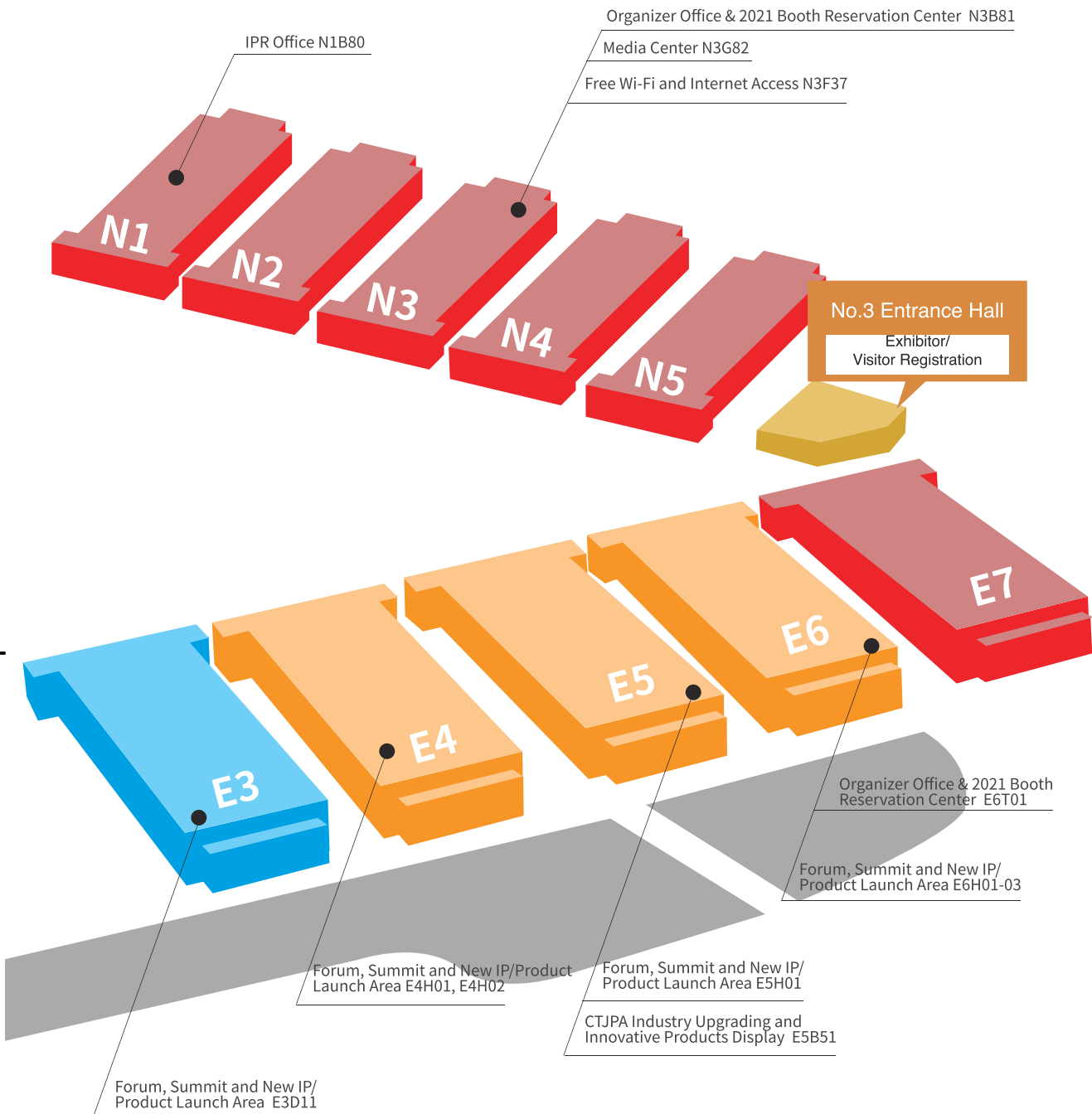
- Visitors are required to register with business card for a free entry badge
- The expo is only open to professional visitors over 16 years old

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Exhibition Hall Floor Plan





-  China Licensing Expo
-  China Kids Expo
-  China Toy Expo
-  China Preschool Expo



On-site Services

Organizer Office & 2021 Booth

Reservation Center

Answer inquiries about the fair and service;

Booth reservation for 2021 events

China Licensing Expo E2D06

China Kids Expo W2T01

China Toy Expo N3B81

China Preschool Expo E6T01

Global Trends in China 2021

Trend-driven products to be released in 2021 will be on display. Representatives from major distribution and retail channels are invited to comment on the market potential of the products. Influential media and consumer representatives from KFE·Shanghai are invited to review and take a vote on the products.

..... W1A22

CTJPA Industry Upgrading and Innovative Products Display

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.

..... W2A10, W2B10, E5B51

National Standard Ride-ons & Baby Carriage Display Area

Ride-ons & baby carriage that meet national standards will be on display. Visitors will be able to directly experience the quality indicators of the products from consumers' perspective, including safety, durability, ease of use, functionality and comfort.

..... W1F60

Creative Design Display Area

Award-winning creative design works selected from China Toy and Juvenile Products Creative Design Contest by CTJPA will be on display, aiming to improve design ability of the industry and promote cooperation between design institutes and enterprises.

..... W1F70

Livestream Studio

Professional live stream hosts are invited to promote latest export-ready products via Facebook channel targeting international market.

..... W2T02

On-site Services

Forum, Summit and New IP/Product 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 Licensing Expo ————— E1D03

China Kids Expo ————— W2F70, W2T03, W3F48

China Toy Expo ————— W4C79

China Preschool Expo ————— E4H01, E4H02,

————— E5H01, E6H01-03

Buyer Lounge

Rest area for trade buyers

————— E1F11, W1A60, E6H05, W5G79

Free Wi-Fi and Internet Access

Areas for all buyers and exhibitors to check emails and surf online

————— W2B71, N3F37

Media Center

For media partners only

————— W2E50, N3G82

IPR Office

Free consultation of IPR related issues

————— W2A69, N1B80, E6T02

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 bus between Metro Station and Expo Venue (every 15 minutes):
Longyang Road Station(Pick-up) --- East Hall, SNIEC (Drop-off)
South Hall, SNIEC (Pick-up) --- Longyang Road Station(Drop-off)
- Free shuttle electric cars connecting different halls are available in SNIEC

Floor Plan of Hall W1





*Subject to change as of September 25, 2020.



CHINA
KIDS EXPO
中国婴童展

Floor Plan of Hall W2



Scooter, Battery-operated Car, Tricycle & Bicycle

Baby & Infant Toys

Baby Bathtub, Potty and Other Products

Children's Furniture & Home Decor

Children's Car Seats

Baby Clothing

Others

Baby Care, Bathing, Feeding and Other Products

Baby Stroller & Accessories

Baby Products

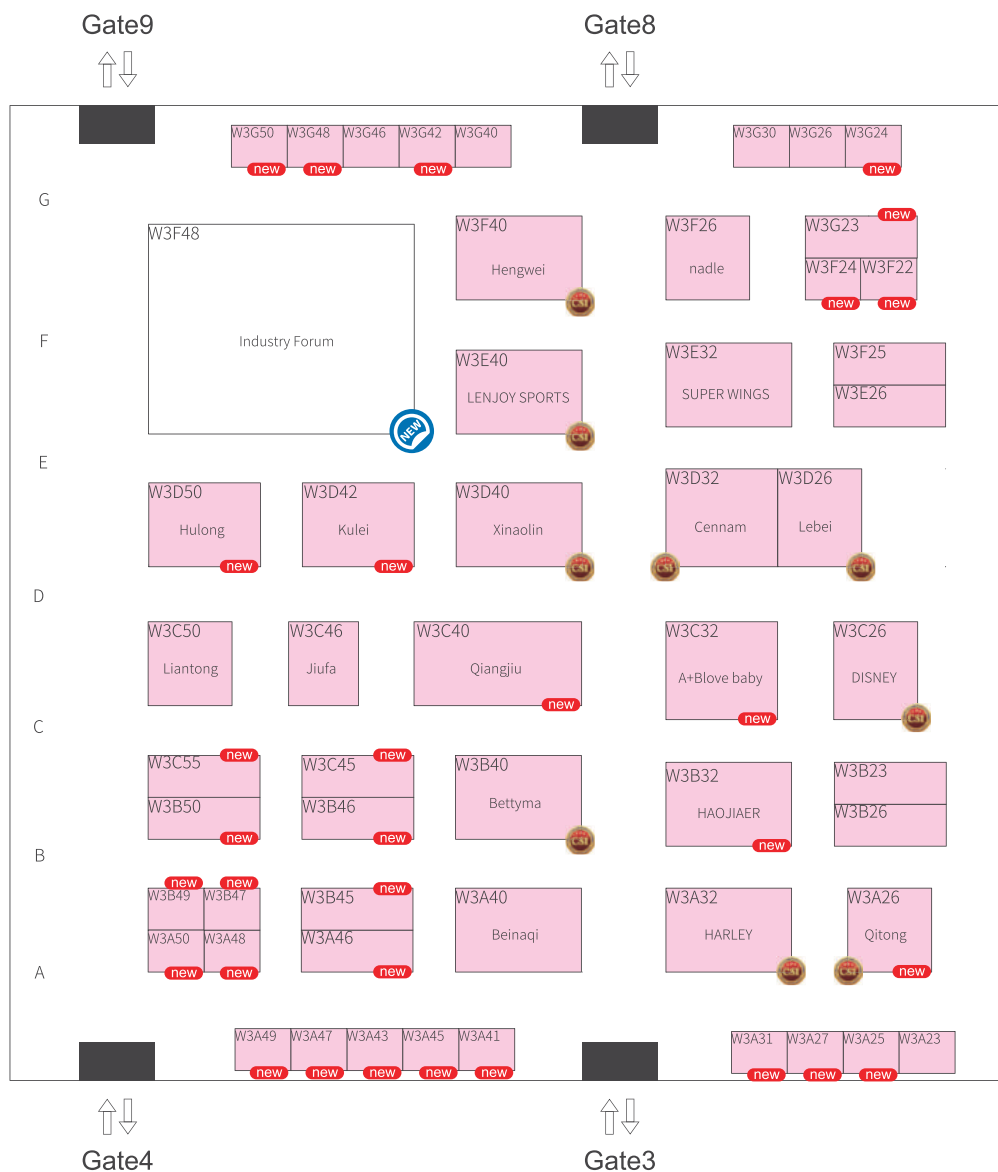
All Categories of Baby Products

Baby Car Seats, Strollers and Baby Products



*Subject to change as of September 25, 2020.

Floor Plan of Hall W3



- | | | |
|---|---|--|
|  Scooter, Battery-operated Car, Tricycle & Bicycle |  Baby & Infant Toys |  Baby Bathtub, Potty and Other Products |
|  Children's Furniture & Home Decor |  Children's Car Seats |  Baby Clothing |
|  Baby Care, Bathing, Feeding and Other Products |  Baby Stroller & Accessories |  Others |
| | |  All Categories of Baby Products |

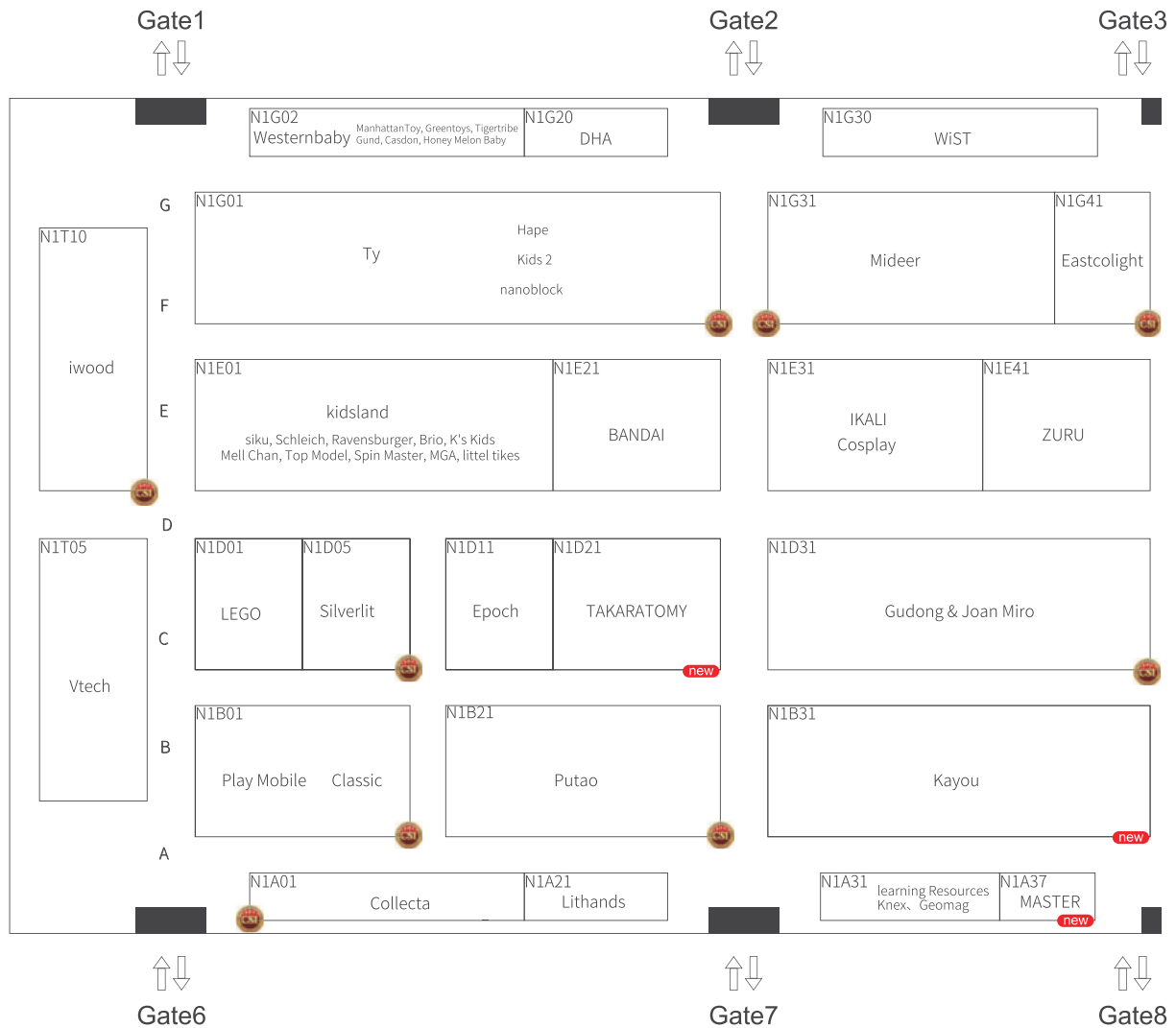


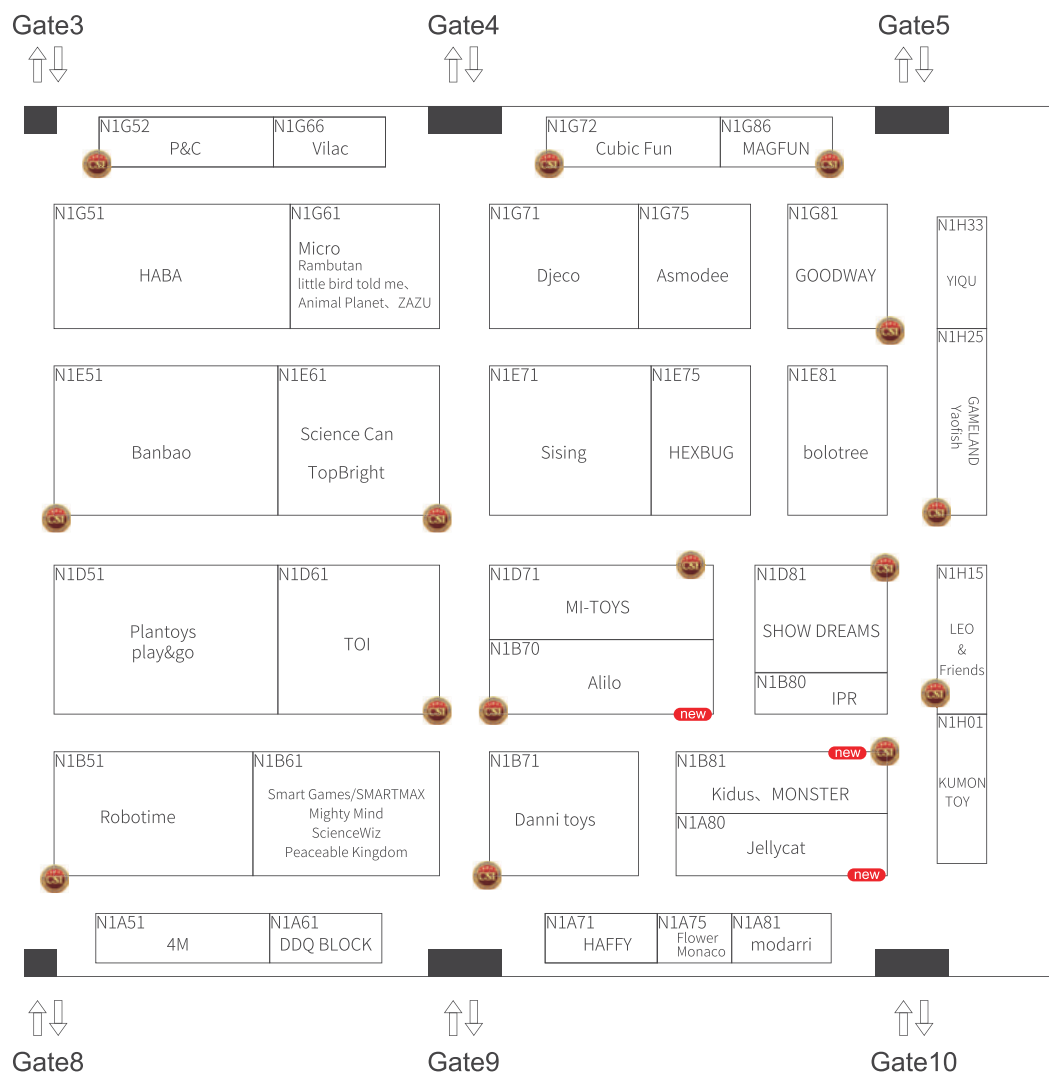
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®
CHINA
TOY EXPO
中国玩具展

Floor Plan of Hall N1





*Subject to change as of September 25, 2020.



CHINA
TOY EXPO
中国玩具展

Floor Plan of Hall N2





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Floor Plan of Hall N3



- Soft Toys & Dolls
- General Toys
- Educational Toys & Games
- Baby & Infant Toys
- DIY
- Board Games
- Festive & Party Items
- Smart Tech Toys
- Models & Figurines, Hobby Goods
- Outdoor & Sporting Items
- Wooden & Bamboo Toys
- Electronic & Remote Control Toys
- Testing, Inspection & Certification Services
- Raw Materials & Equipment, Packaging & Accessories

Models & Figurines, Hobby Goods, Smart-Tech Toys, Educational Toys, Dongguan Pavilion

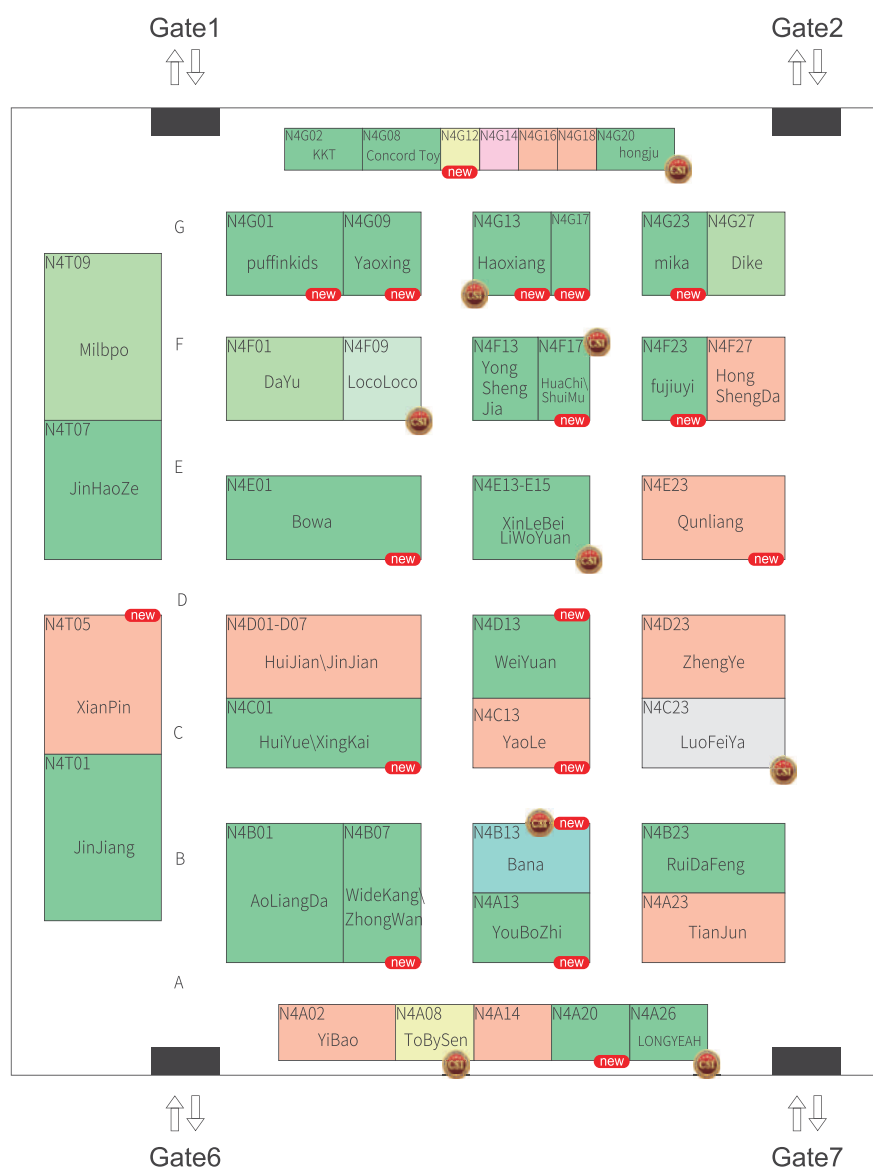


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中国玩具展

Floor Plan of Hall N4



- | | | | | | |
|----------------------------------|--|--|--------------------------|----------------------|-------------|
| Soft Toys & Dolls | General Toys | Educational Toys & Games | Baby & Infant Toys | DIY | Board Games |
| Festive & Party Items | Smart Tech Toys | Models & Figurines, Hobby Goods | Outdoor & Sporting Items | Wooden & Bamboo Toys | |
| Electronic & Remote Control Toys | Testing, Inspection & Certification Services | Raw Materials & Equipment, Packaging & Accessories | | | |

Plastic Toys, Electronic & Remote Control Toys, Chenghai Production Hub



*Subject to change as of September 25, 2020.



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中国玩具展

Floor Plan of Hall N5



- Soft Toys & Dolls
- General Toys
- Educational Toys & Games
- Baby & Infant Toys
- DIY
- Board Games
- Festive & Party Items
- Smart Tech Toys
- Models & Figurines, Hobby Goods
- Outdoor & Sporting Items
- Wooden & Bamboo Toys
- Electronic & Remote Control Toys
- Testing, Inspection & Certification Services
- Raw Materials & Equipment, Packaging & Accessories



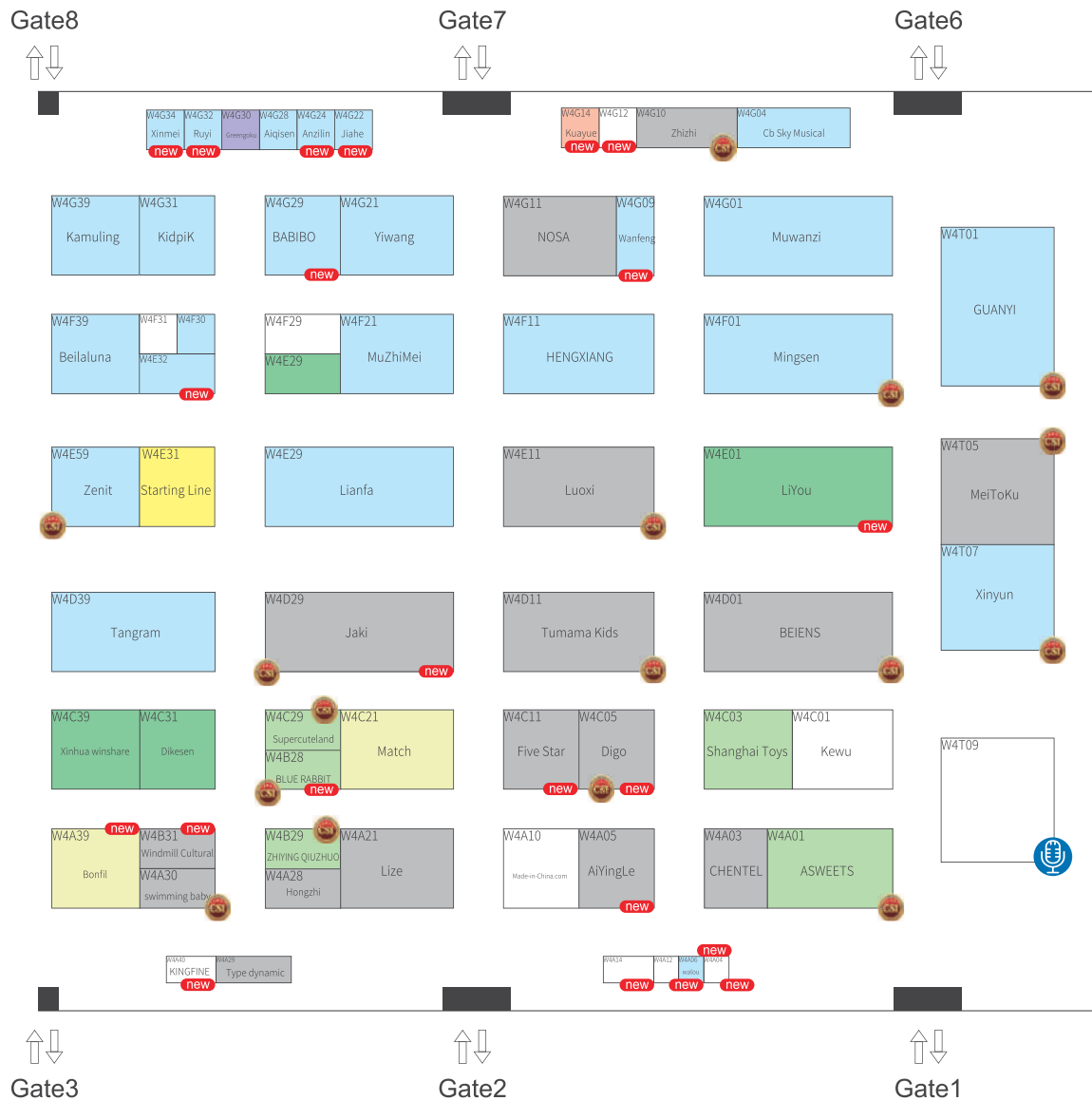
CHINA
TOY EXPO
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Floor Plan of Hall W4



- Soft Toys & Dolls
- General Toys
- Educational Toys & Games
- Baby & Infant Toys
- DIY
- Board Games
- Festive & Party Items
- Smart Tech Toys
- Models & Figurines, Hobby Goods
- Outdoor & Sporting Items
- Wooden & Bamboo Toys
- Electronic & Remote Control Toys
- Testing, Inspection & Certification Services
- Raw Materials & Equipment, Packaging & Accessories

Baby & Infant Toys, Wooden & Bamboo Toys,
Outdoor & Sporting Items, Cross-Border e-Commerce Pavilion



*Subject to change as of September 25, 2020.



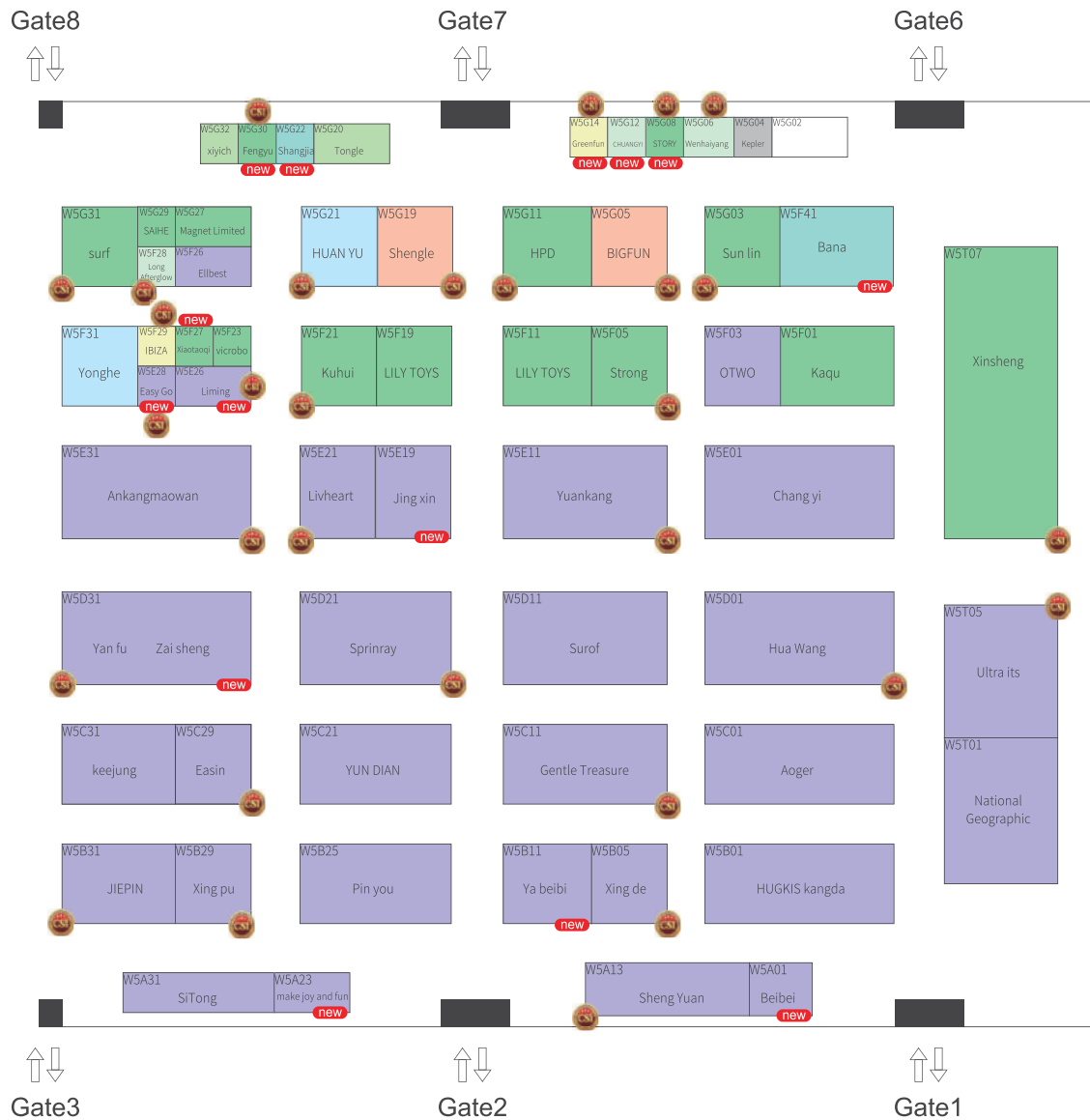
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中国玩具展

Floor Plan of Hall W5



- Soft Toys & Dolls
- General Toys
- Educational Toys & Games
- Baby & Infant Toys
- DIY
- Board Games
- Festive & Party Items
- Smart Tech Toys
- Models & Figurines, Hobby Goods
- Outdoor & Sporting Items
- Wooden & Bamboo Toys
- Electronic & Remote Control Toys
- Testing, Inspection & Certification Services
- Raw Materials & Equipment, Packaging & Accessories

Soft Toys, Dolls, Festive & Party Items, Equipment, Raw Materials & Accessories

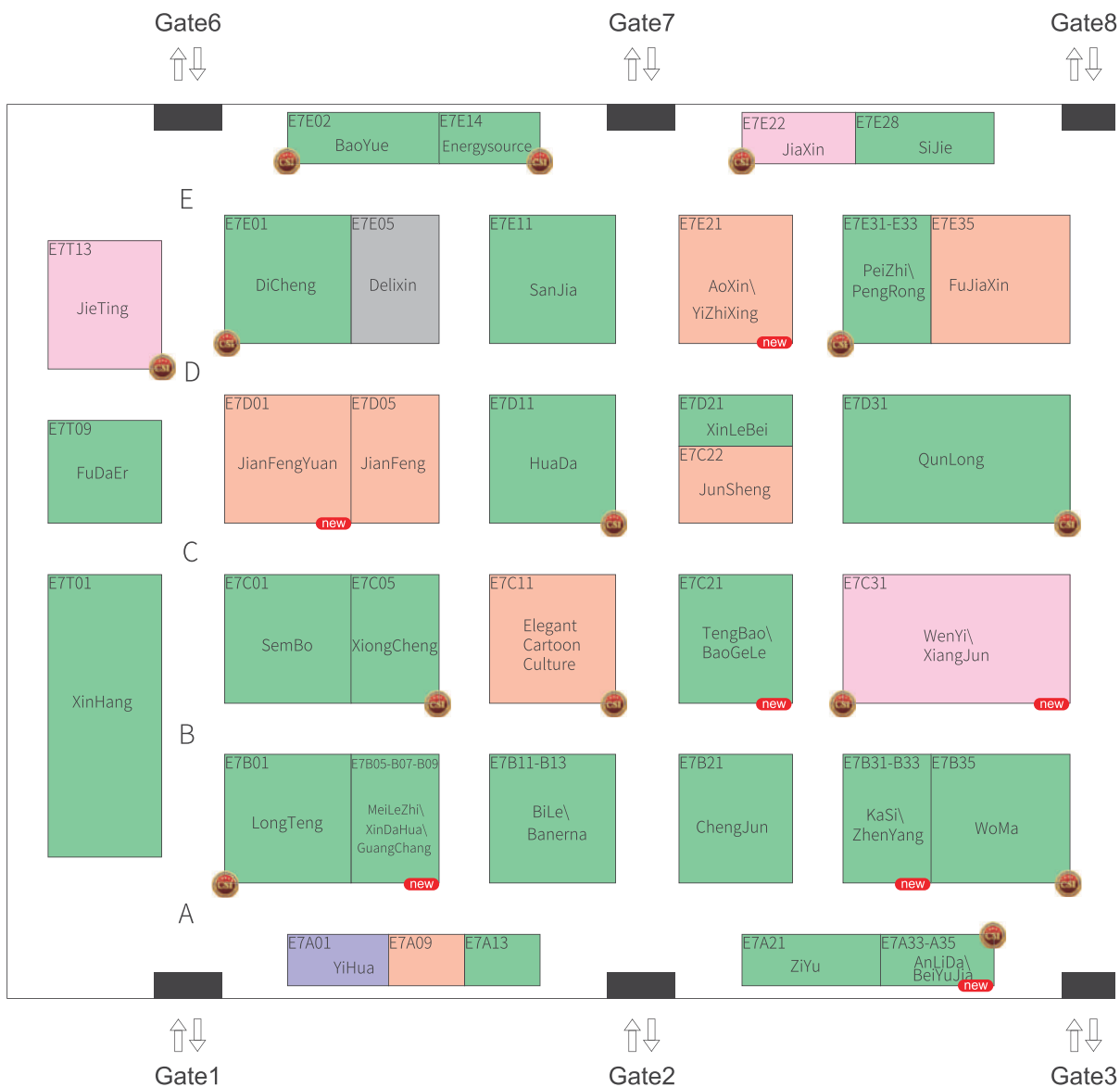


*Subject to change as of September 25, 2020.



CHINA
TOY EXPO
中国玩具展

Floor Plan of Hall E7



- | | | | | | |
|----------------------------------|--|--|--------------------------|----------------------|-------------|
| Soft Toys & Dolls | General Toys | Educational Toys & Games | Baby & Infant Toys | DIY | Board Games |
| Festive & Party Items | Smart Tech Toys | Models & Figurines, Hobby Goods | Outdoor & Sporting Items | Wooden & Bamboo Toys | |
| Electronic & Remote Control Toys | Testing, Inspection & Certification Services | Raw Materials & Equipment, Packaging & Accessories | | | |

Plastic Toys, Electronic & Remote Control Toys, Chenghai Production Hub



*Subject to change as of September 25, 2020.



CHINA
PRESCHOOL EXPO
中国幼教展

Floor Plan of Hall E4



- Preschool Facilities
- Maker & STEAM
- Management & Logistics
- Picture Books & Reading Materials
- Teaching Toys
- Courses & Agencies

Nursery, Early Reading, Curriculum, Steam, Playground Equipment, Design, Kindergarten Facilities



*Subject to change as of September 25, 2020.



CHINA
PRESCHOOL EXPO
中国幼教展

Floor Plan of Hall E5



- Preschool Facilities
- Maker & STEAM
- Management & Logistics
- Picture Books & Reading Materials
- Teaching Toys
- Courses & Agencies



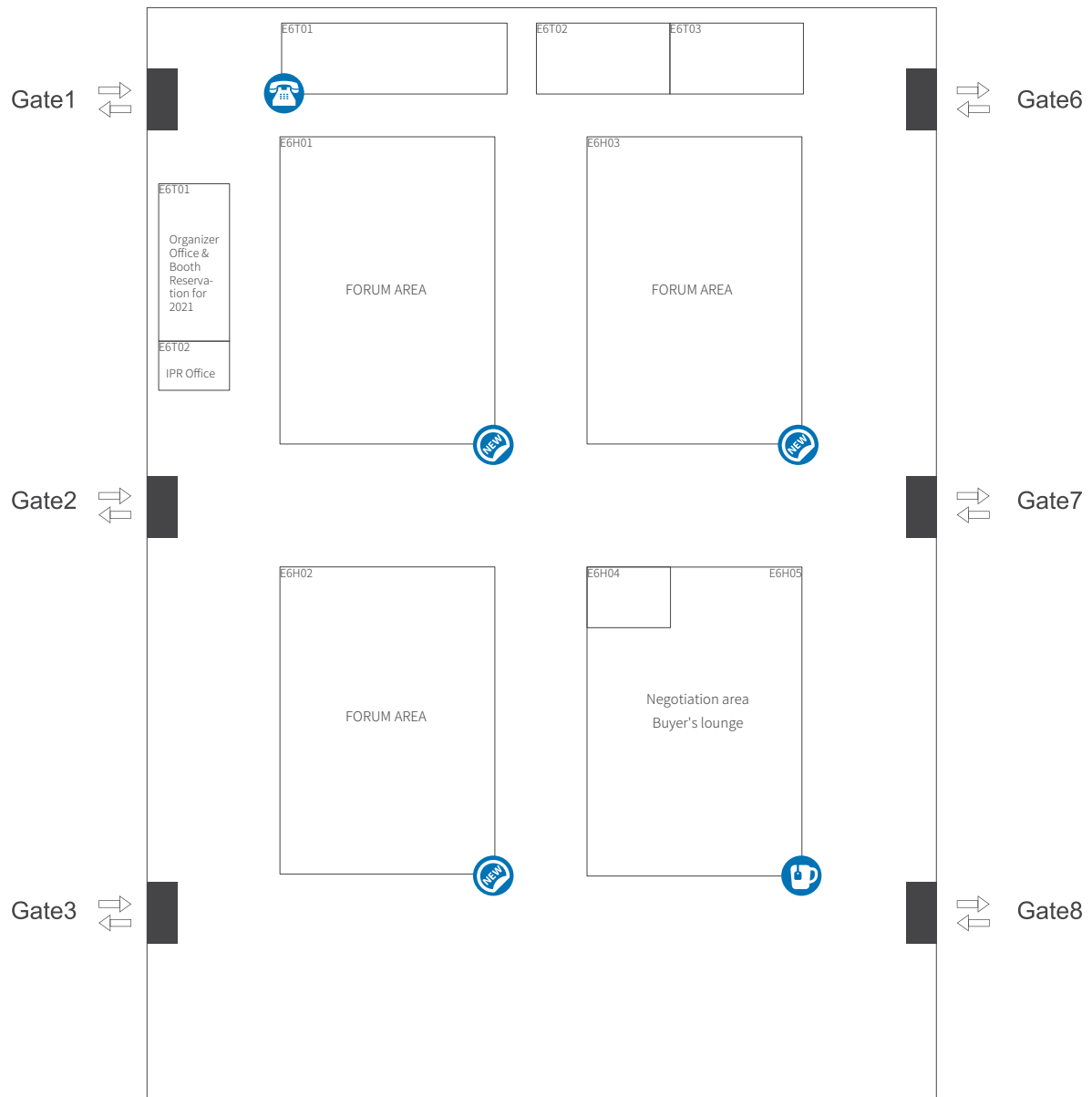
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CHINA
PRESCHOOL EXPO
中国幼教展

Floor Plan of Hall E6

Forum



- | | | |
|-----------------------------------|---------------|------------------------|
| Preschool Facilities | Maker & STEAM | Management & Logistics |
| Picture Books & Reading Materials | Teaching Toys | Courses & Agencies |

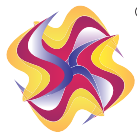


HERE'S
YOUR



STEP
SOLUTION



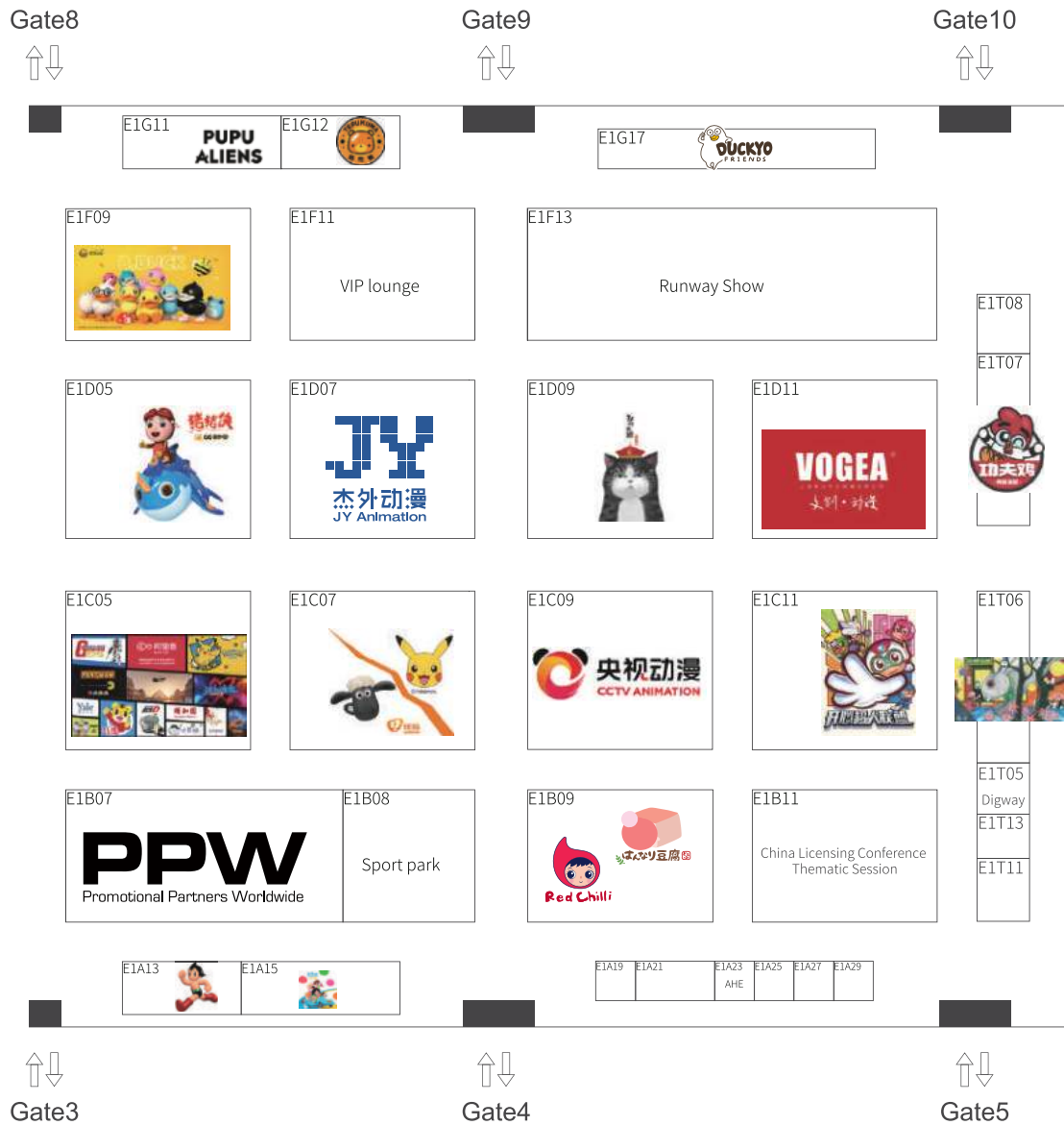


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Floor Plan of Hall E1



General & Animation & Entertainment



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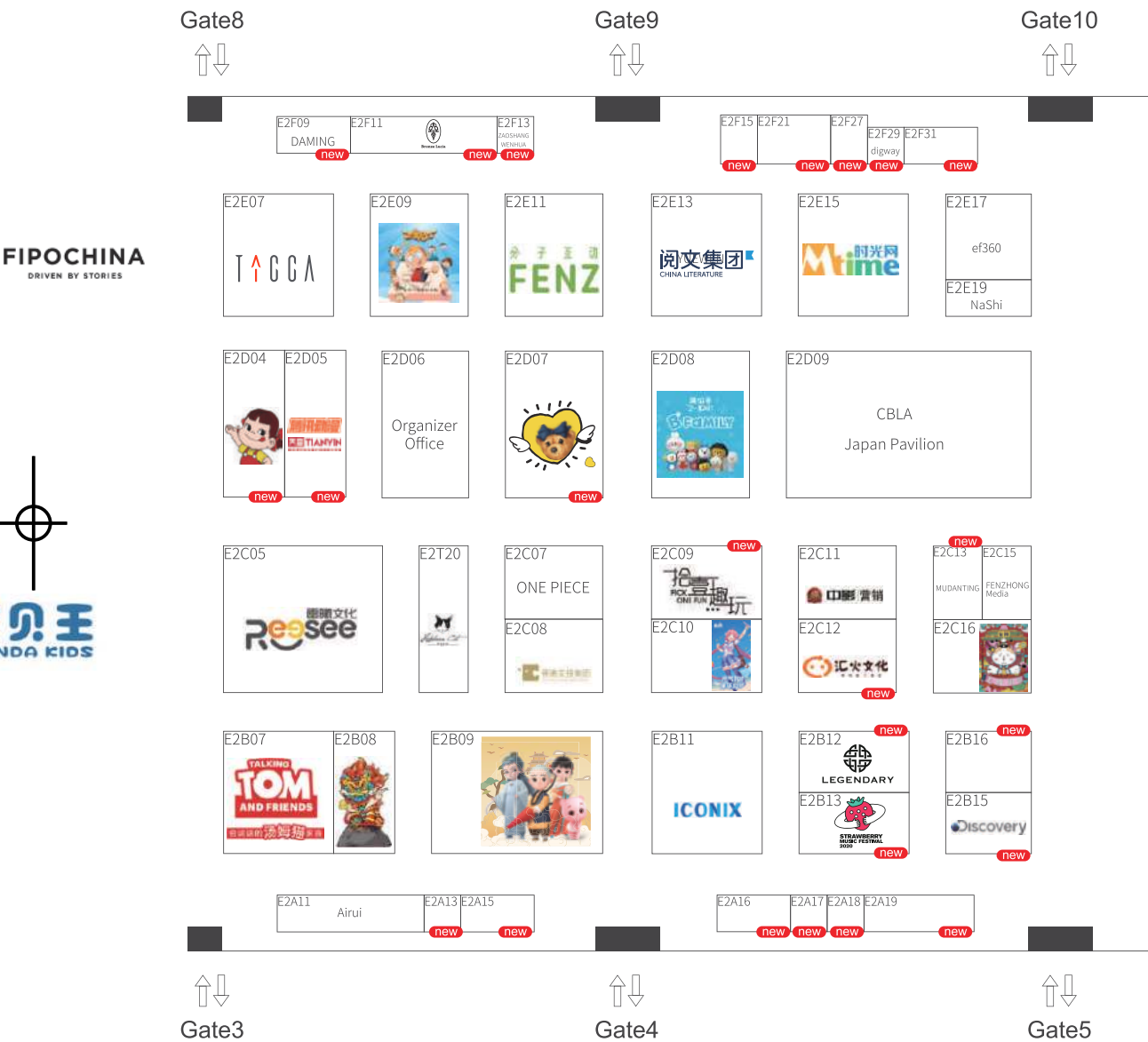


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Floor Plan of Hall E2



Animation & Entertainment & International Pavilion

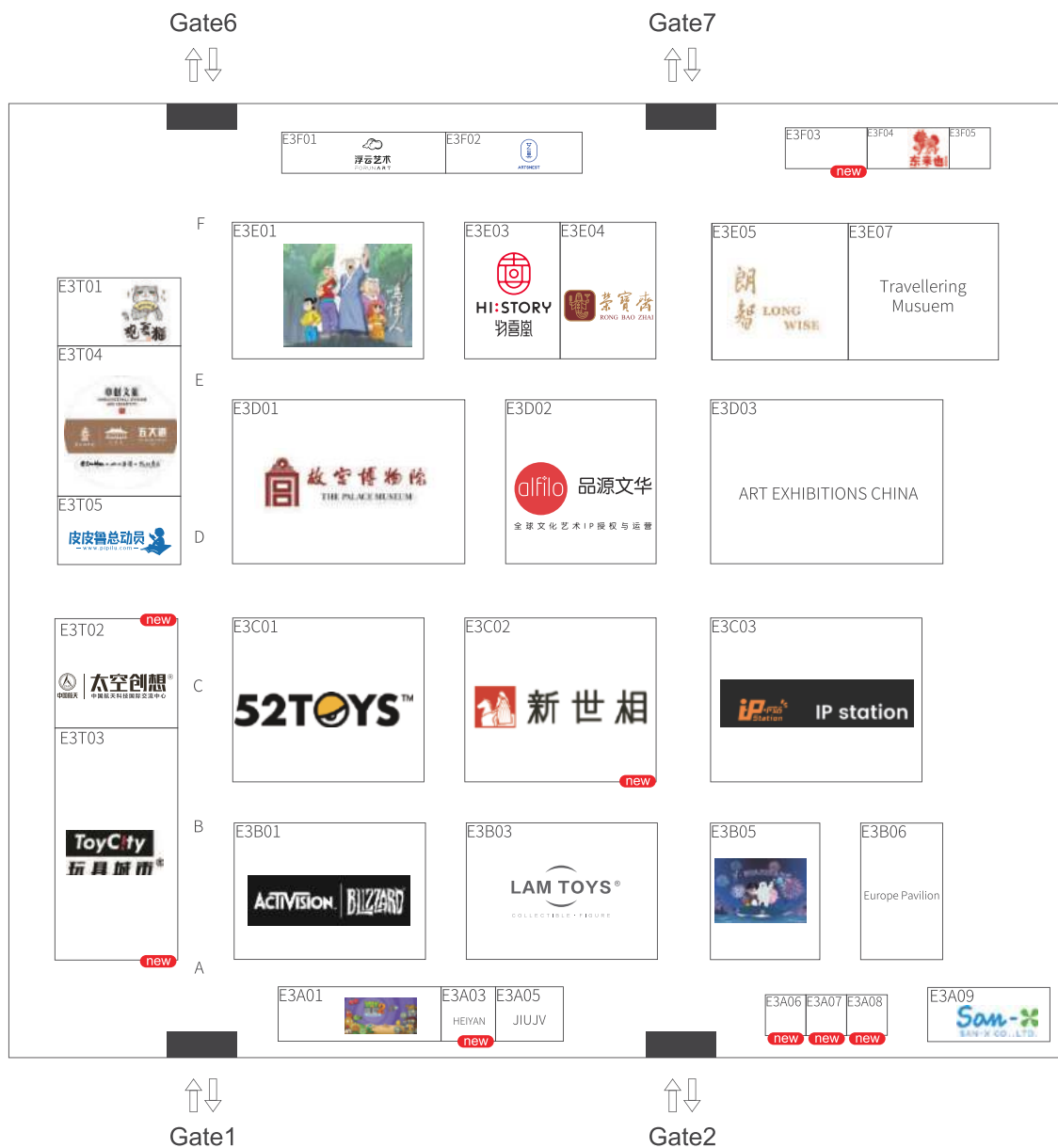


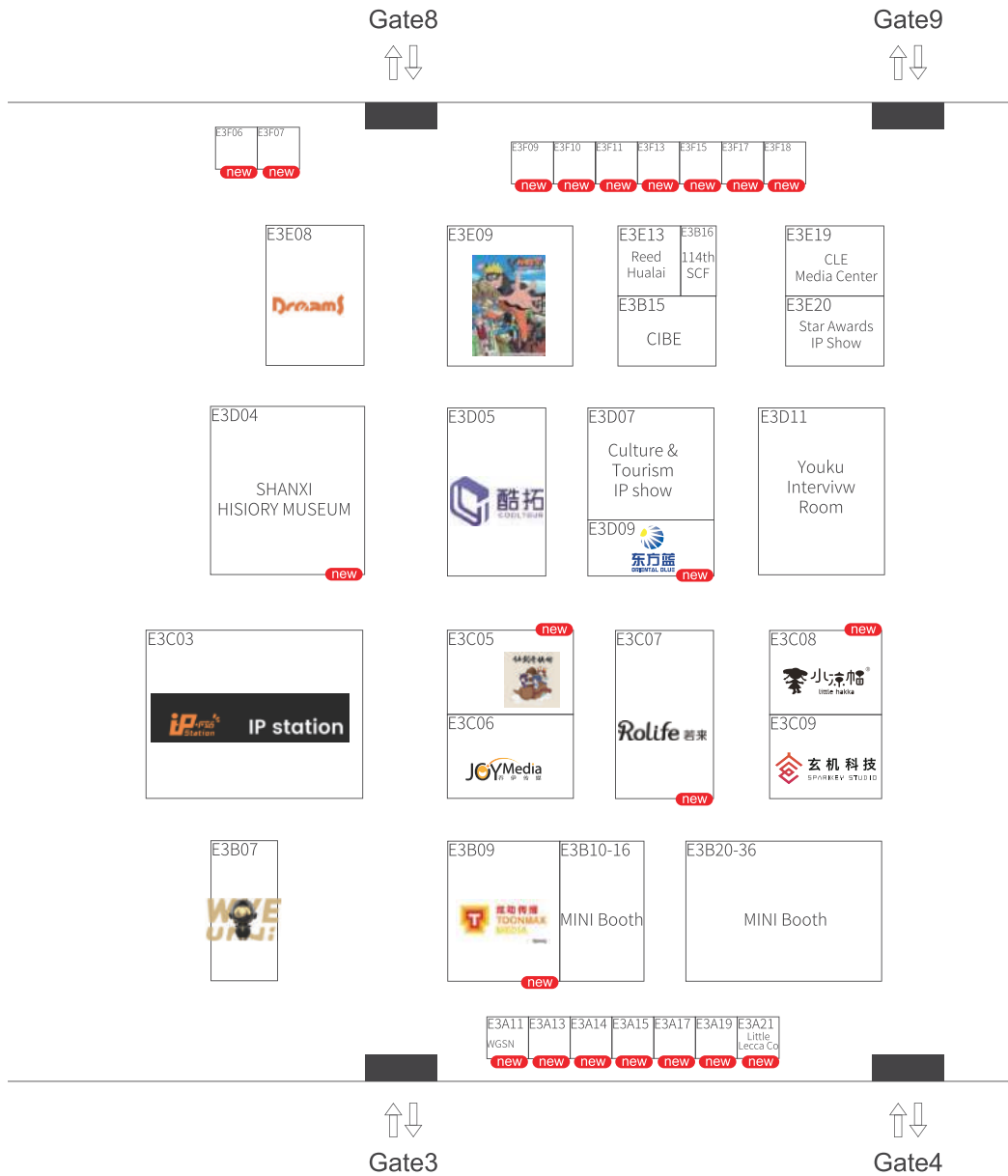
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Floor Plan of Hall E3





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Certified Supplier Initiative

As the only nationwide organization representing the toys and juvenile products industry, CTJPA launched the Certified Supplier Initiative to help international buyers find quality and reliable Chinese manufacturers. Export-oriented Chinese manufacturers are evaluated by CTJPA strictly in line with the following five criteria to become a Certified Supplier.



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.



Export Certificates

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



Specified Certificates

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



Social Responsibility Qualifications

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

As a registered buyer, you will be able to enjoy below services without any charge:

- Get access to vast resources of certified supplier and trendy products
- Enjoy online sourcing without traveling saving you time and expenses
- Post sourcing requests to get quotations quickly from certified suppliers
- Make on-site business matching appointment with certified suppliers at global trade shows
- Get notifications on first-hand toy & baby industry news, regulation and policies in China

Join us now to connect with nearly 1000 certified suppliers anytime, anywhere !

Visit us by: www.tjpa-china.org



Or scan this QR code

About CTJPA

Founded in 1986, China Toy and Juvenile Products Association (CTJPA) is the only nation-wide non-profit trade association representing the interests of Chinese toy and juvenile products industry. CTJPA became a member of the International Council of Toy Industries (ICTI) in 1998 as the only official representative in China. The government, the trade, the media and consumers recognize CTJPA as the only authoritative voice of the China toy and juvenile products industry.

Our Mission

CTJPA is committed to providing effective services to meet the needs of its diverse membership, boosting international trade cooperation and promoting sustainable development of China toy and juvenile products industry.

Our Service

Standard & Regulation

As the Deputy Chair of National Technical Committee of Standardization and CCC, we embrace a leading role in developing and reviewing national product safety standards and coordinate with Certification and Accreditation Administration of the People's Republic of China (CNCA) on the effectiveness of CCC certification for toys and juvenile products.

IPR Protection

With the support of government authorities, we have established an Intellectual Property Rights (IPR) Protection committee to review reports on IPR infringements and provide legal support by coordinating meetings among relevant parties, reporting to government organizations and publicizing inappropriate activities to the industry and the public.

Market Report & Publishing

CTJPA publishes market reports and statistics regularly to reflect on industry trends and insights. These widely-circulated reports include "China Toy and Juvenile Products Industry Report", "Monthly Online Sale Report", "China Licensing Industry Report" etc.

Industry Contest

Since 2010, CTJPA Annual Creative Design Contest has attracted more than 40,000 participants from over 1,000 design institutes and colleges to deliver high-quality design work and designer resources for the industry. The CTJPA Innovation Awards invites professional judges to evaluate creative works.



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See You Next Year
19-21 October 2021
Shanghai, China

