



**9<sup>th</sup> International Trade Fair for Toys, Hobby & Baby Articles**

December, 2010

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## I General Info.

On 12-14 October 2010, the China Toy Expo gathered over 50,700 trade visitors from 104 countries and regions to attend the top one industry event for toys, hobby & baby articles in mainland China. Organized by China Toy Association, the China Toy Expo once again successfully accomplished the goal –*Your Link to China*, with 2,155 booths and 43,500 square meters exhibition space – a rise over last year of 26% and 21% respectively.

In this year, more international visitors participated in the CTE, appreciably more toy traders and buyers came from Russia, Korea, Japan, Indonesia and Vietnam increased significantly with an average growth rate over 32%. Meanwhile, the Chinese domestic visitors came from 200 major cities of China. They are not only present the importers & exporters, regional distributors, wholesalers, but also the shopping malls, chain stores, speciality retailers, etc..

**Duration:** Oct. 12-14, 2010

**Display Area:** 43,500 square meters

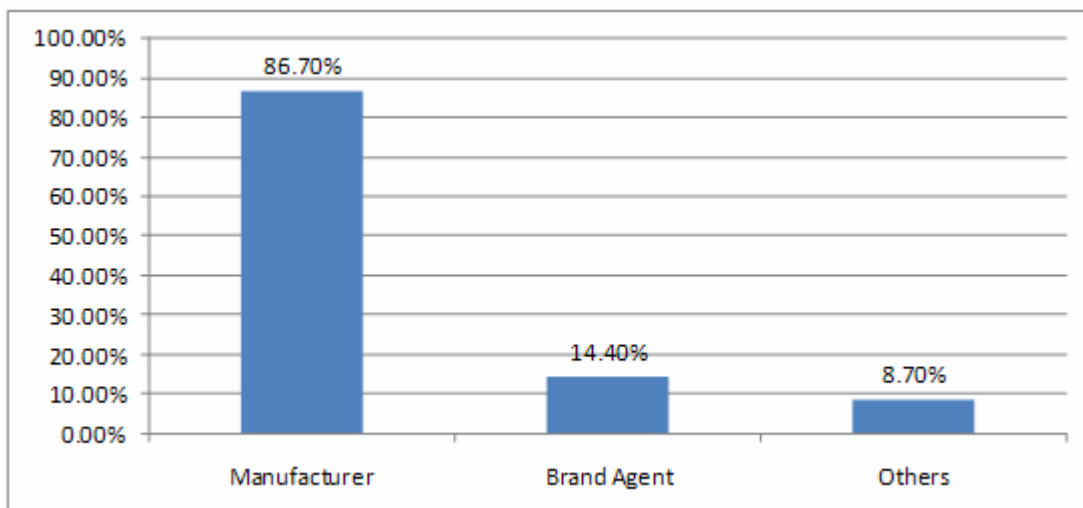
**Exhibitors:** 786

**Visitors:** 50,712 trade visitors from 104 countries and regions

## II Exhibitor Info.

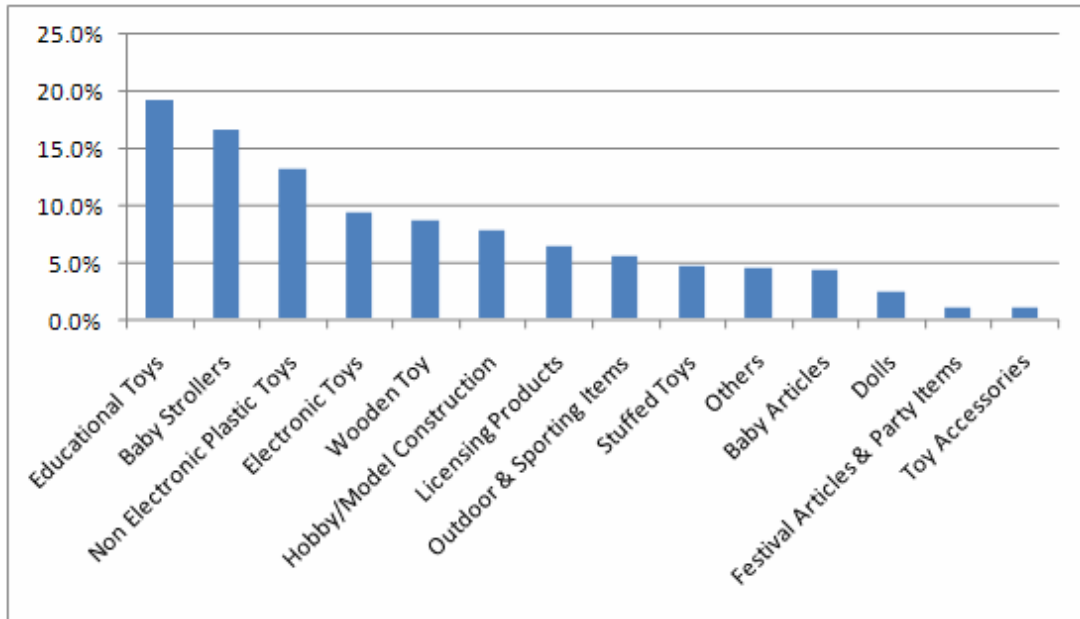
### 1. Corporate Nature of the Exhibitors

The majority of the exhibitors in CTE were manufacturers, which is the special difference from other shows in Chinese Mainland. In CTE2010, the manufacturers took up 86.7% and the brand agent 14.4%. Among these datas, exhibitors for both manufacturer and brand agent were about 9.8%. Besides, there were other exhibitors including Licensing agents, media and Buyer Pavilion.



## 2. Toy Category for Exhibitors

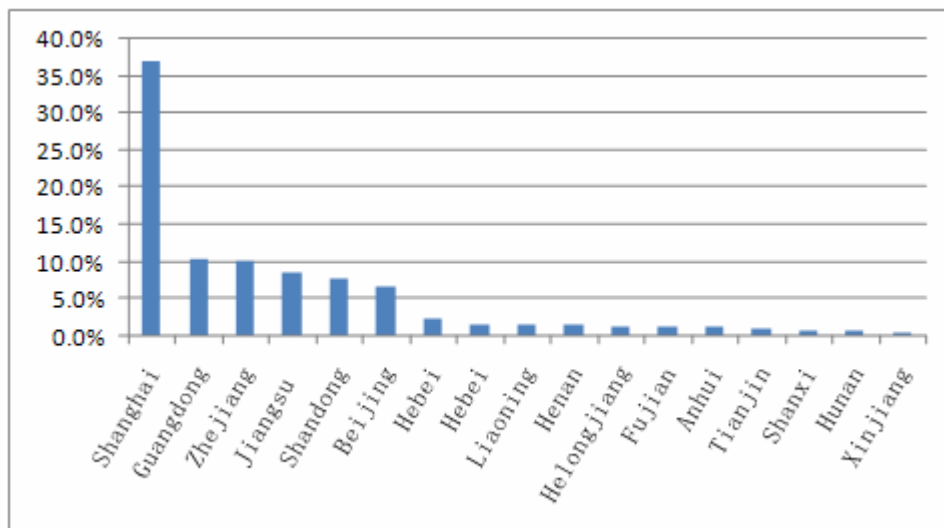
In CTE2010, there were 786 exhibitors with toy category rate as following:

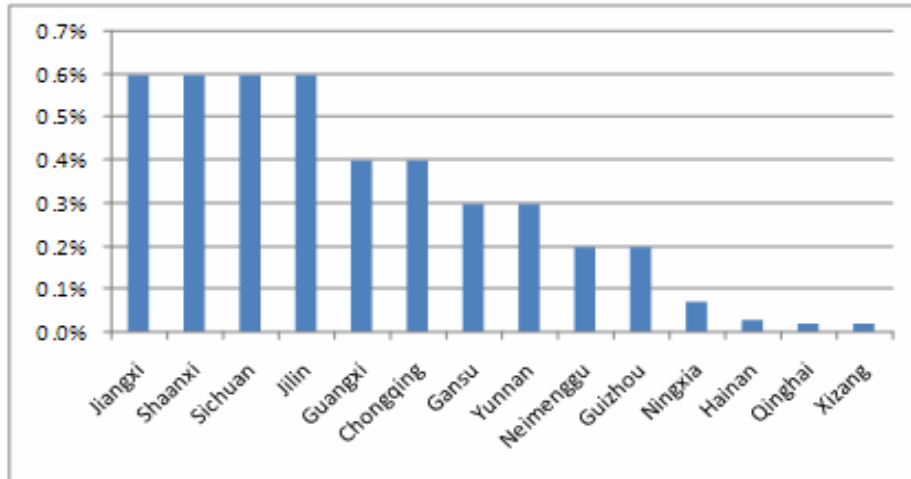


## III Buyer Info.

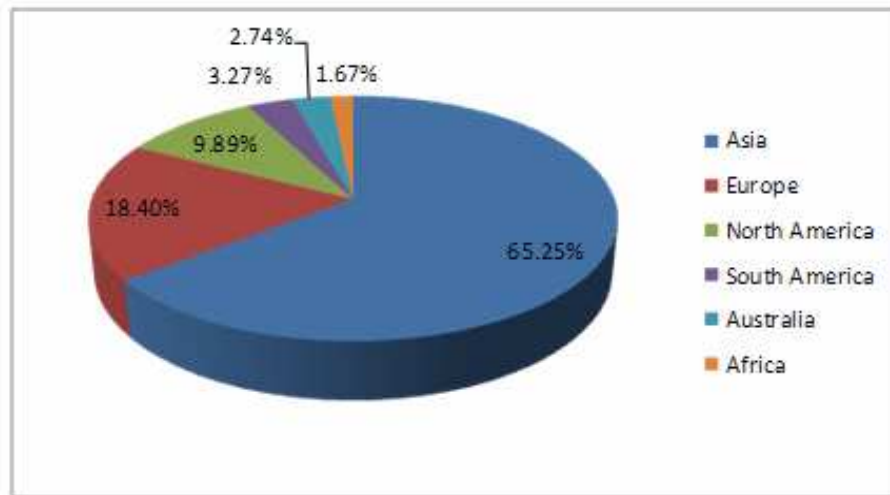
### 1. Province and city rate for domestic buyer (not including HK, Macao and Taiwan)

More than 50,712 trade visitors from 104 countries and regions gathered in Shanghai, for the China Toy Expo 2010.

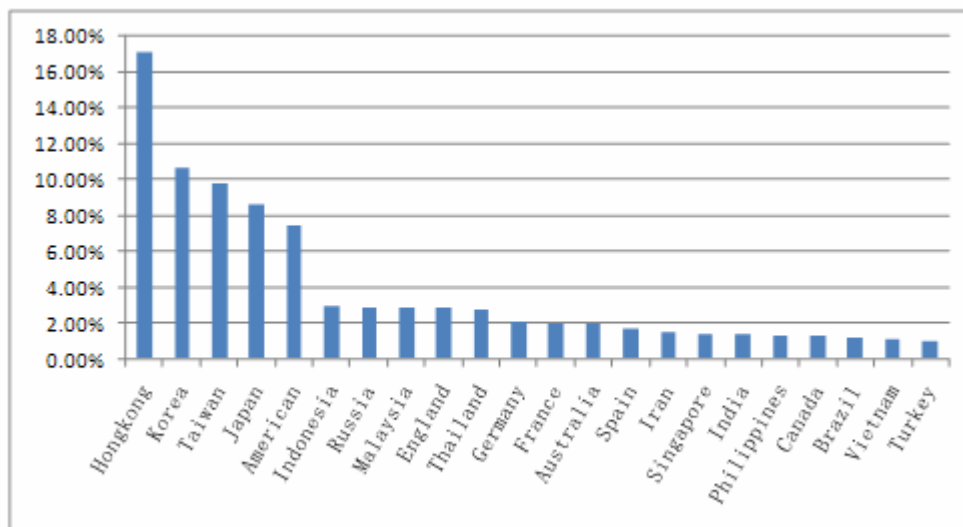


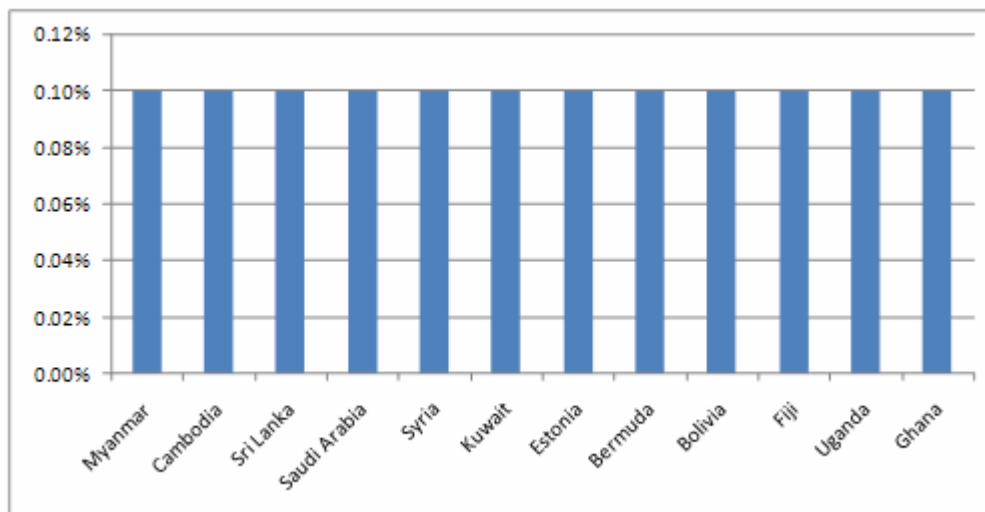
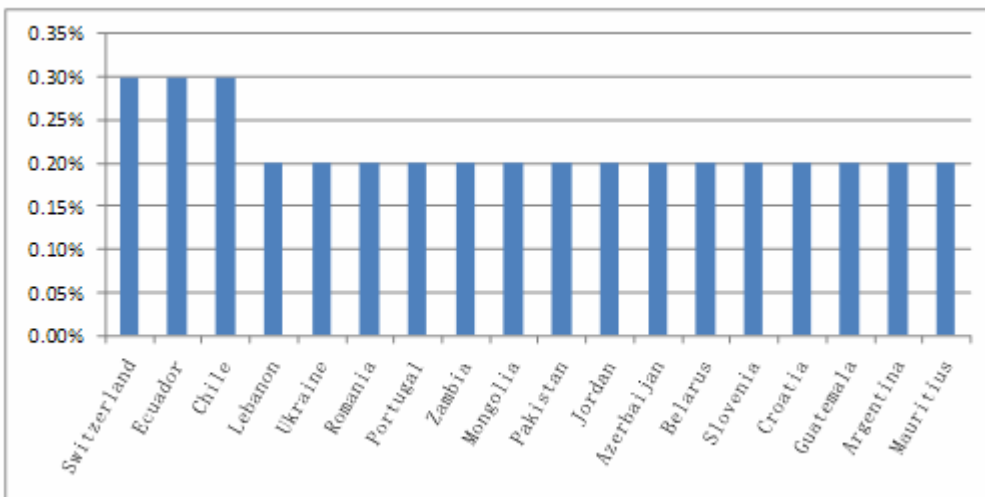
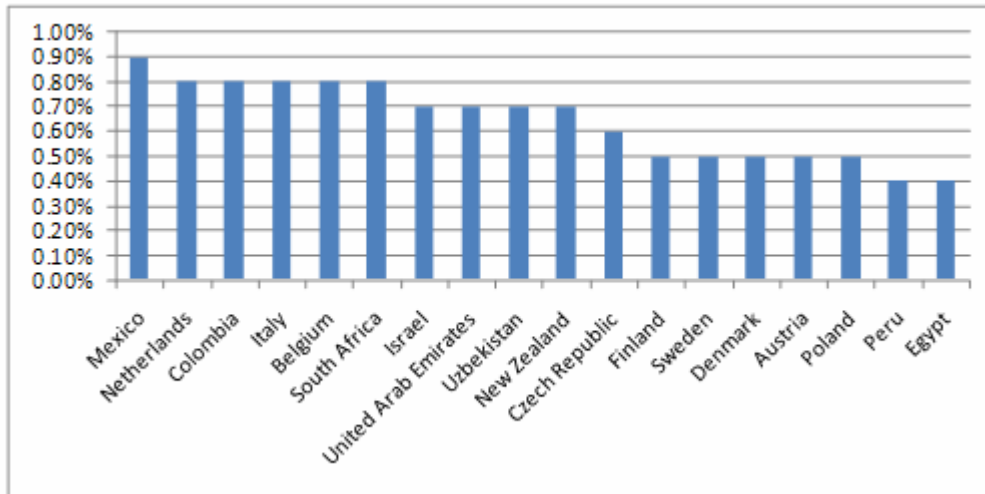


### 2. Continent rate for international buyers



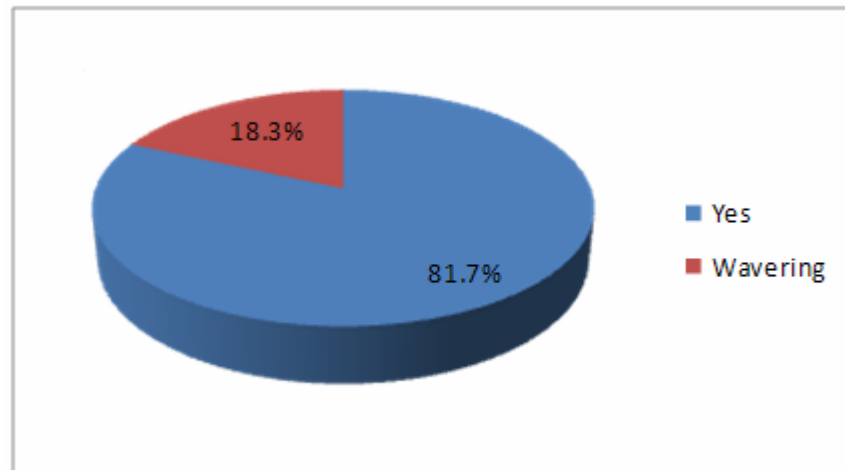
### 3. Country and region rate for International buyers (including HK and Taiwan)





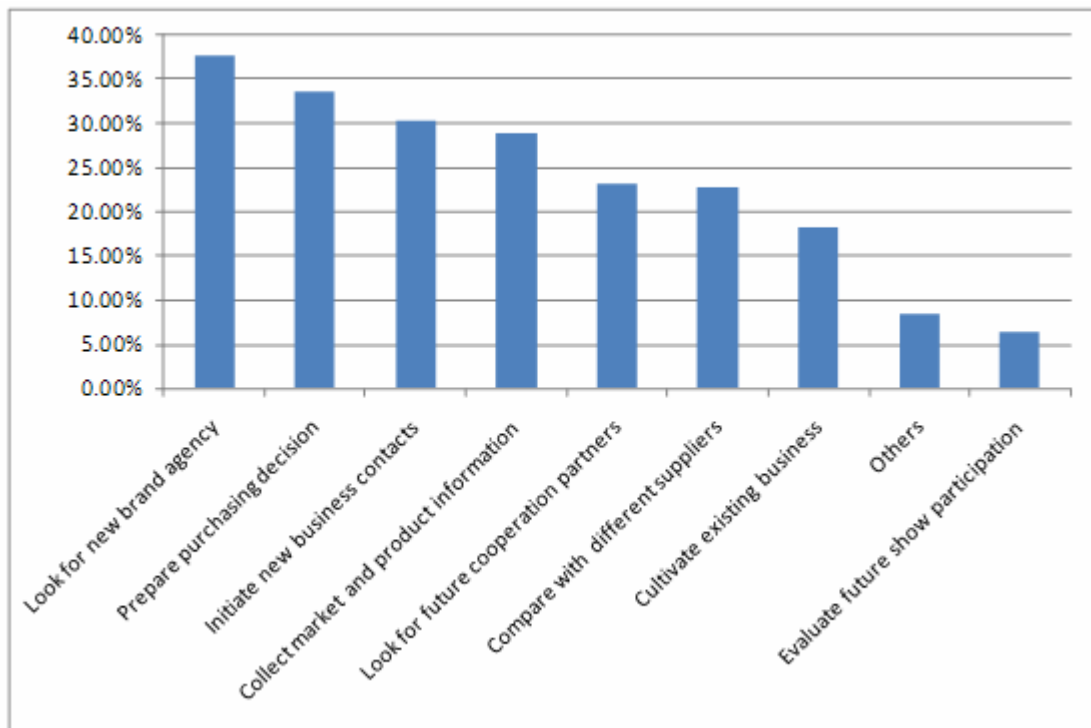
#### 4. Willingness to Future Attendance

Some 81.7% said they would attend Toy Expo in the coming years, while the rest 18.3% wavered in their willingness. None of the buyers said no when talking of chances of future attendance.



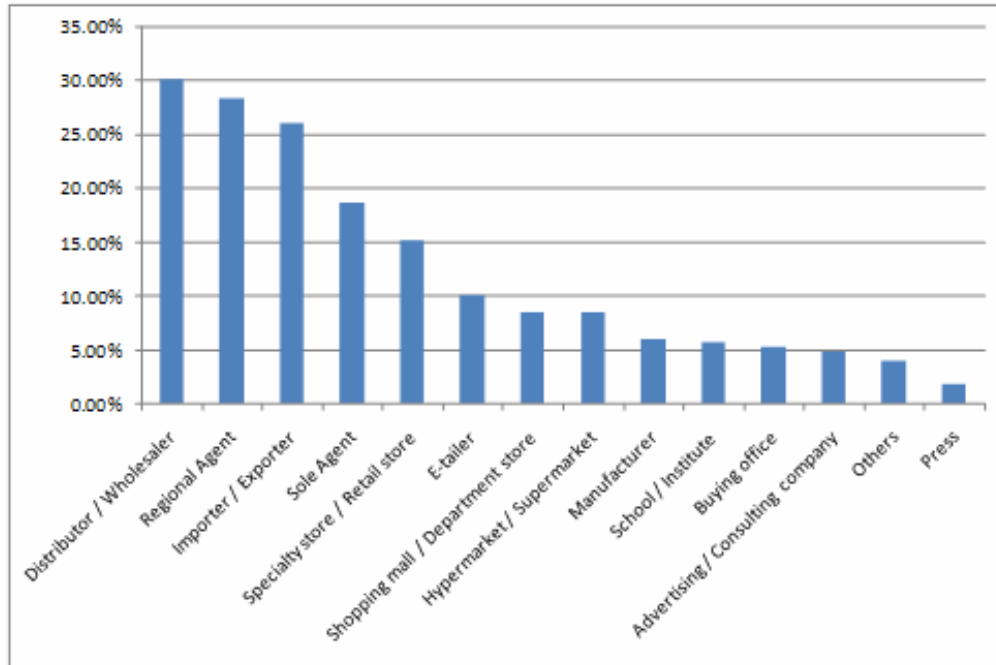
### IV Analysis for Domestic Buyers

#### 1. Purpose for the visit



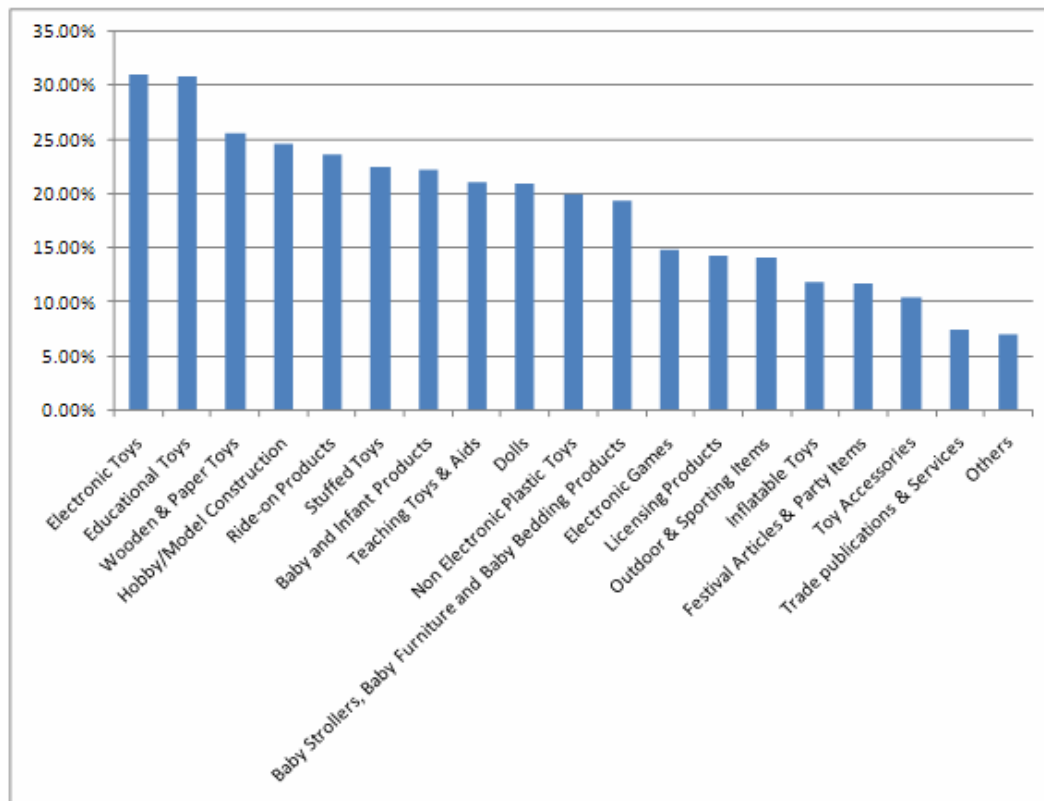
## 2. Nature of Business

More and more national agents, distributors, wholesalers and retailers join in the China Toy Expo. All these show that the CTE has been the best and most important platform for them to purchase and find cooperation opportunities.



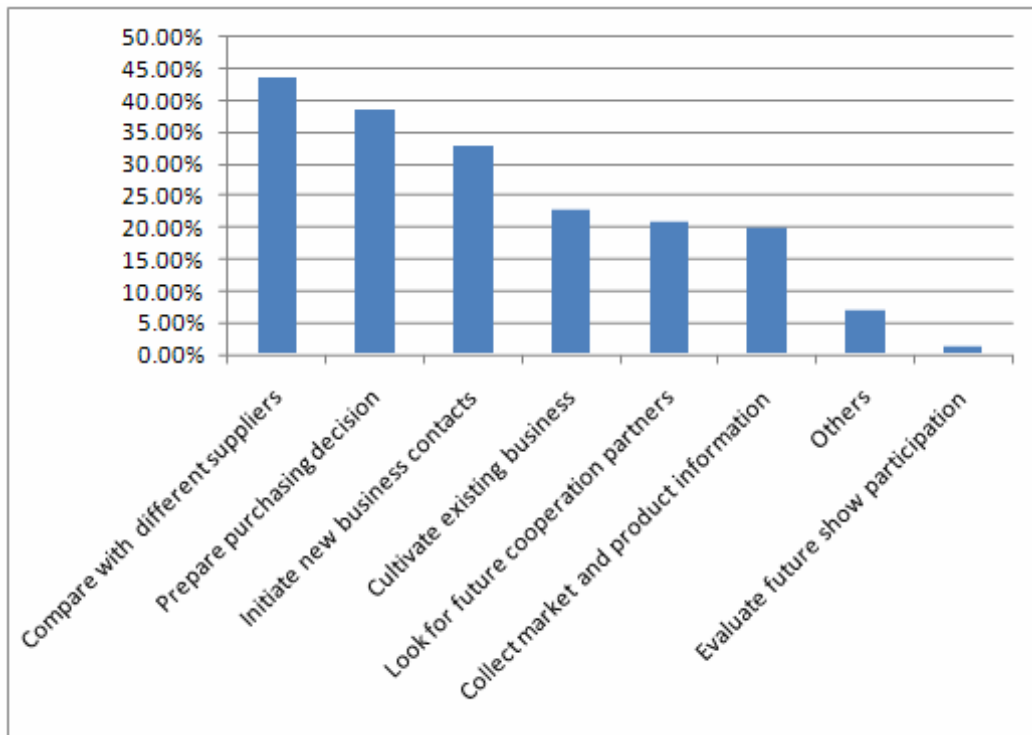
## 3. Product Interest

Rate of product interest for domestic buyers as following:

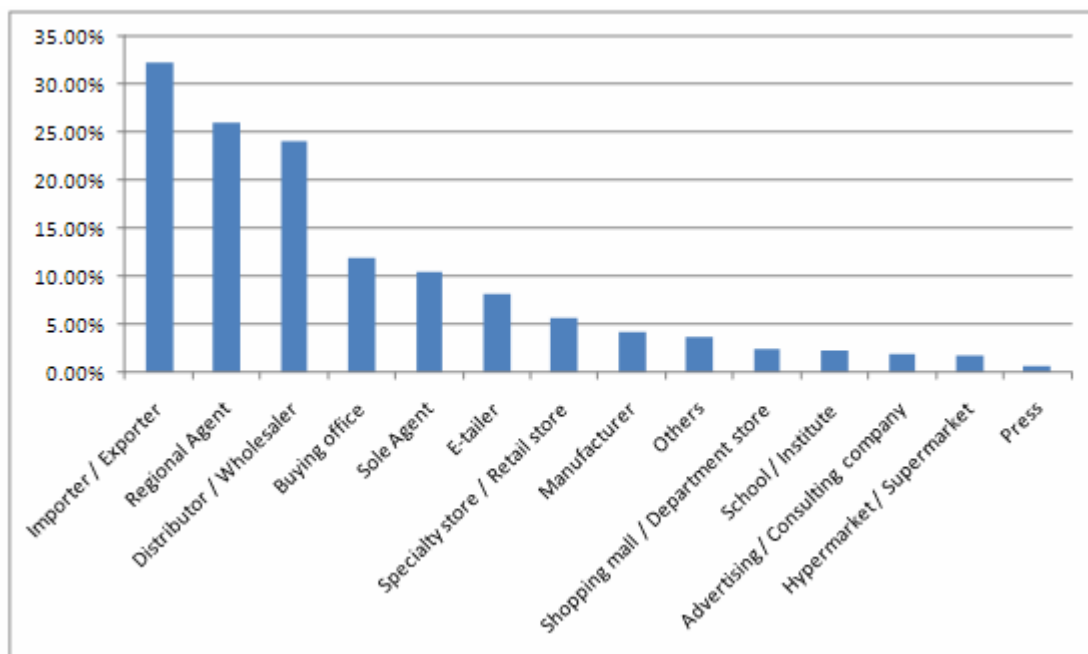


## V Analysis for International Buyers

### 1. Purpose for the visit



### 2. Nature of Business



### 3. Product Interest

Rate of product interest for international buyers as followings:

