



10-13 January 2022

Hong Kong Convention and Exhibition Centre

# Asia's flagship toys fair



**Hong Kong Toys & Games Fair**  
香港玩具展

10 - 13 / 1 / 2022

Hong Kong Convention & Exhibition Centre

2,100+ exhibitors from  
40 countries and regions in 2020



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41,400+ buyers in 2020



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# Hape @ Brand Name Gallery



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## Eastcolight @ Brand Name Gallery



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## Welly @ Brand Name Gallery



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## Rollplay @ Brand Name Gallery



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# Kinsmart @ Brand Name Gallery



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Kidult World



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Spain Pavilion



World of Toys Pavilion



UK Pavilion



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Taiwan Pavilion



Mainland China Pavilion



Korea Pavilion



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hktdc.com Small Orders Zone  
to capture new buyer clusters



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**Product Demo & Launch Pad**  
to promote new products



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Thematic Display  
and Awards Display Area  
to timely showcase hot and new  
items in the market



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Print and e-magazines  
to have additional exposure to buyers



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# Networking Events to build relationship with buyers



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One-on-one Buyer Meetings  
to finalise business deals



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Seminars  
to facilitate  
knowledge  
exchange



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Buying Missions  
from around the  
world



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Pitch media at the  
Pre-fair  
Press Conference



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Meet overseas journalists of representative magazines at the  
Media Breakfast Meeting



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