



# TPE Bangkok 2020

ASEAN (Bangkok)

Toys & Preschool Expo 2020



# Date: 28-30 October 2020

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Venue: IMPACT Exhibition Centre. Bangkok, Thailand

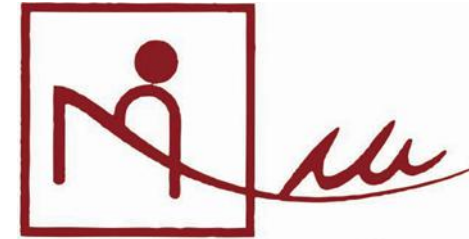


# ORGANIZER

## Organize By



## Co-organized By:



สมาคมการค้าของเล่นและผลิตภัณฑ์เด็กไทย  
THAI TOY AND CHILDREN PRODUCT TRADE ASSOCIATION



# SUPPORTED BY





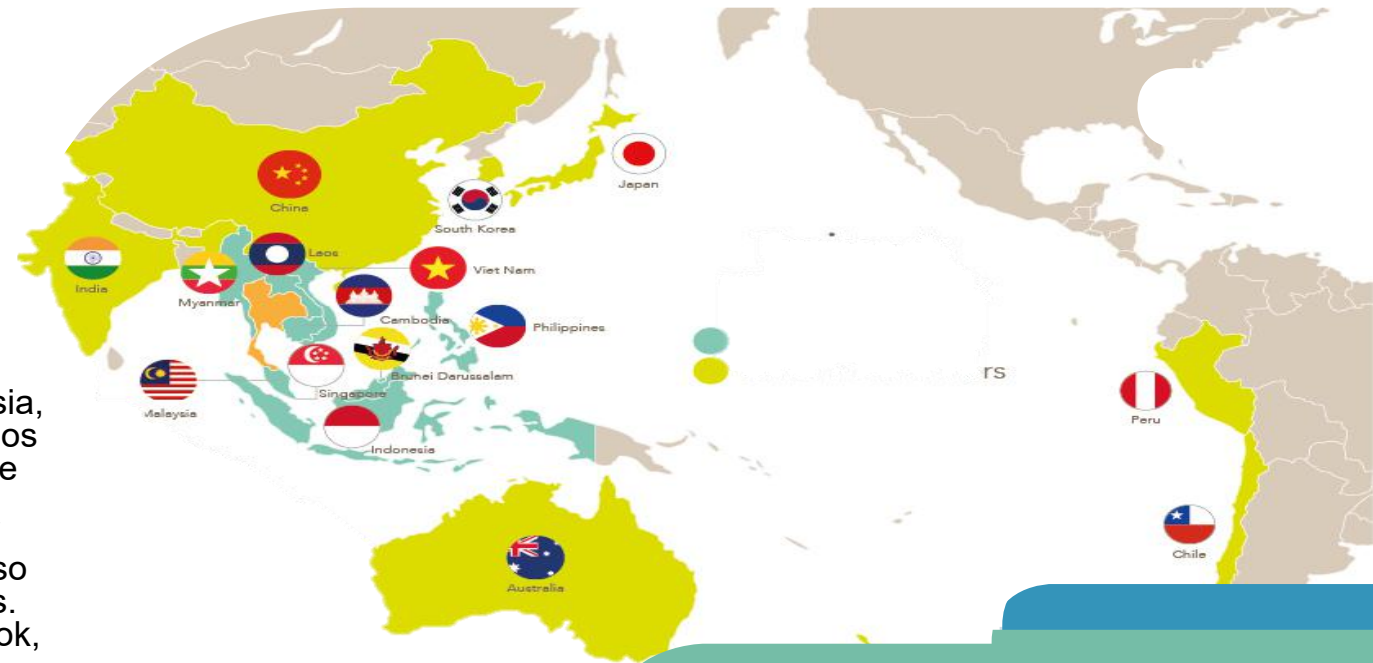


## Market Information:

The children market in Southeast Asia is considerable. According to statistics, there are more than 175 million children under the age of 14 in Southeast Asia (Singapore, Malaysia, Indonesia, Thailand, the Philippines, and Vietnam), accounting for 27% of the total population. Thailand's demographics hint at a widening market for the toys & games industry. The natural birth rate in 2018 was about 666,109 – representing a population growth rate of about 0.29%.

According to Euromonitor, the value of Thailand's toys & games industry was estimated to be worth US\$376 million in terms of sales volume in 2015. The same report forecasts sales to increase to US\$541 million by 2020, or by an average of 9% a year.

Thailand, located in the center of the Indochina peninsula in Southeast Asia, borders Myanmar in the East and the Andaman Sea in the North. With Laos to its northeast, Cambodia to its southeast, it's adjacent to Malaysia on the narrow peninsula in the south. The total trade volume of the ASEAN Economic Community surpasses 1.4 trillion US dollars. The advantage of ASEAN being the trade center is not only that it's a major exporter, but also it provides a huge network of manufacture equipment for product services. Those countries, such as Thailand, Vietnam, Indonesia, Malaysia, Bangkok, etc., have a crucial strategic position. ASEAN is known as the "missing BRICS". Located in the center of ASEAN, Bangkok provides an ideal platform and market for multinational companies.



# Show review

Thanks to the strong support from the industry, 7319 visitors and 162 exhibitors from home and abroad participated in TPE Bangkok 2019 and the exhibition area reached 10,000 sqm.

According to the statistics, about 38% of exhibitors are from USA, UK, Italy, Spain, Netherlands, Russia, Turkey, Australia, Dubai, Korea, Japan, India, Singapore, Malaysia, Indonesia, Philippines, Cambodia, China mainland, Hong Kong and Taiwan.

ASEAN (Bangkok) Toys and Preschool Industry conference was co-located with TPE Bangkok. The speakers included: Ms. Uraiwan Bunnag, President, Thai Toy and Children Product Association, Mr. Amornchai Naksupamit, Former President, Thai Toy and Children Product Association, Mr. Ajay Aggarwal, President, The Toys Association of India, Mr. Tae Bong Cho, President, Korea Culture Contents Licensing Association, Mr. Johan Tandanu, Secretary General, Indonesian Toy Traders and Manufacturers Association, Ms. Eileen Lin, GM, Thai-China Import & Export Trading, Ms. Shannon Moore, Creative Director, Guide craft. During the conference, they share the regional industry market and related import & Export policy, which is good for traders to know the different markets and foreign policy.

Media, from Local TV station: channel 3, Channel 5, Nation TV, Bright TV, NBT World, TNN24, news paper: Daily News, Poo Jadkarn Daily, Siam Turakij, Thansettakij, Siam Rath, Siam Turakij, Naew Na, Thai Post, Bangkok Today, Kom Chad Luek, on-line media: The Positioning, Marketeer, Mthai, Nation, have a full report about the show.







## About TPE Bangkok 2020

As the first and only industry trade show for toys and preschool in Thailand , TPE Bangkok is a good platform for preschool toy manufacturer entering the Southeast Asia. This expo will cover the entire ASEAN and Southeast Asia region and provide the most effective trade channels for exhibitor's products to enter the local market. The coming show will be moved to bigger exhibition halls and reached 13,500 sqm



# Activities for TPE Bangkok 2020:

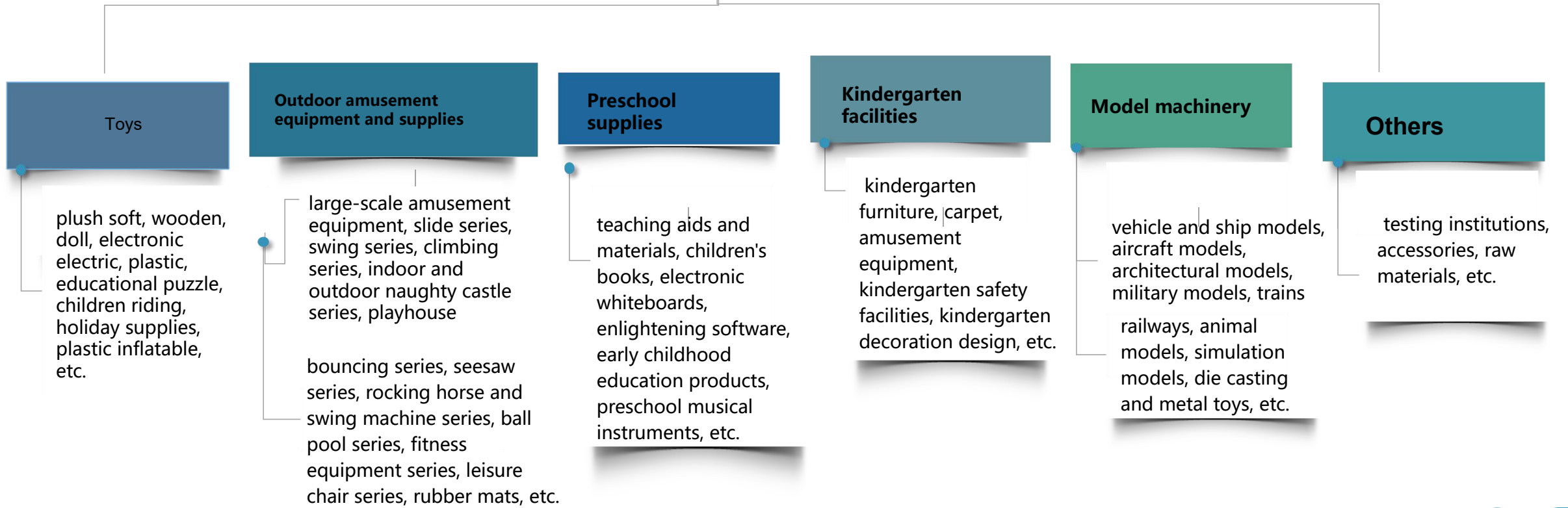
1. ASEAN (Bangkok) Toys and Preschool Industry Forum 2020

2. VIP Matching Meeting

3. Toy competition for Kids



# Exhibition scale:





# Target Audience:



Public and private kindergarten principals, teachers, heads of preschool education institutions, heads of parent-child centers, purchasers of preschool education centers, and families with children



Department stores, shopping malls, supermarkets, toy monopoly, maternal and child chain, online shop



Group procurement and end-users, related associations, investors, entrepreneurs, business representatives, trade institutions, industry investment and financing, bidding units

## Market Location



Alliance businesses, agents, distributors, import and export traders, manufacturers, retailers

# Exhibition Fee

## Price

## Describe

### Standard Booth

410 USD/sqm.

- (3m×3m) Partition Height 2.5m.
- Fascia Board with company's name (Max 24 letters);
- Booth Carpet; 2 Upright Chairs; 1 waste Basket;
- 2 Fluorescent; 1 Socket 5 amp/220V.

### Raw Space

370 USD/sqm.

Space Only is available with minimum size of 18 sqm. Exhibitors will design and build their own booths at their cost.

### Registration Fee

500 USD / Company; Corner Charge: 300 USD / Additional corner







More information, please contact Guangdong Grandeur  
International Exhibition Group



# See you next year!

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Organized By:  
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Exhibition Group

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# Thank you for your Attention

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Web: [www.tpebangkok.com](http://www.tpebangkok.com)

