

2022 ZHEJIANG EXPORT ONLINE TRADE FAIR (RCEP – Special Session On Toys and Educational Equipment)

Melbourne, Australia Apr 13, 2022 ([IssueWire.com](https://www.issuewire.com)) - This online fair aims to promote the strategy of "Strong province in foreign trade and Branding", along with the aim of promoting "Quality Zhejiang Goods" and its global marketing. In a time of complex and changeable foreign trade situations, this fair also aims to cultivate independent export brands and improve the export of foreign trade enterprises.

To address the difficulties of cooperation between export-oriented enterprises and international buyers, Zhejiang Zhonghe International Exhibition Commerce Co., Ltd. has undertaken the "2022 Zhejiang export Online Fair (RCEP - special session of toys and educational equipment)". The exhibition was hosted by the Zhejiang Provincial Department of Commerce and strongly supported by Zhejiang Toy & Maternal and Infant Products Association. This fair has successfully attempted to build a new and global trade service platform for Zhejiang toy and educational equipment enterprises.

The fair will be held from April 12th to 19th, attracting traders and dealers from Australia, New Zealand, South Korea, Malaysia, Indonesia, Vietnam, and other countries. Virtual Meetings will facilitate face-to-face interaction, where the exchange of ideas between Zhejiang enterprises and overseas companies will take place. During the fair, Zhejiang exhibitors will display their products via different modes, such as 3D, VR, and other forms, to facilitate international buyers to intuitively understand the information and products of Zhejiang company, and further promote the final transaction between the buyers and suppliers.

RCEP background and market analysis:

The Regional Comprehensive Economic Partnership (RCEP) was initiated by ASEAN in 2012. In January 2022, the RCEP agreement came into force, covering 10 ASEAN countries, China, Japan, South Korea, Australia, and New Zealand. The 15 member states have a total population of 2.27 billion, accounting for nearly 30% of the global population; whereas total export volume covers almost 30% of the global market.

In 2021, China exported 55.96 billion RMB of toys to RCEP member countries, accounting for about 18.8% of China's Total Toy export. Among the top ten export markets for Chinese toys, RCEP members hold a major share, namely Japan, South Korea, Australia, and Malaysia, with exports of 11.6 billion RMB, 10.74 billion RMB, and 7.14 billion RMB, and 6.75 billion RMB respectively.

China is the world's leading producer and exporter of toys and the world's second-largest toy consumer market. Zhejiang has always been an important toy production and export base in China. In recent years, under the background of the impact of the epidemic, the export, and domestic sales of toys in China still achieved year-on-year targets with an applaudable growth rate, which also explains the huge market potential of the toy industry.

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