

# INCREASE YOUR EXPORT SALES!

These directories are specially compiled to help manufacturers of toys to increase their exports. You can identify and contact the leading retail toy buyers and the leading importer-distributors, which is the first step in trying to export to a country.

WITH THESE DIRECTORIES YOU CAN

- ✓ Contact the toy buying departments in the 49 most important toy markets worldwide
- ✓ Invite toy buyers to your stand at toy fairs
- ✓ Send samples or information to buyers
- ✓ Check which are the most important retailers in each market
- ✓ Check if your importer-distributors have listings with the important retail chains
- ✓ Check market values to prioritize your export efforts
- ✓ Find distributors or sales agencies to sell your products in 49 countries
- ✓ Understand the basic facts about each of the 49 toy markets

THE 49 COUNTRIES IN THESE DIRECTORIES ARE

Argentina	Finland	Netherlands	South Africa
Australia	France	New Zealand	South Korea
Austria	Germany	Norway	Spain
Belgium	Greece	Peru	Sweden
Brazil	Hong Kong	Poland	Switzerland
Bulgaria	Hungary	Portugal	Taiwan
Canada	India	Rep. of Ireland	Thailand
Chile	Israel	Romania	Turkey
China	Italy	Russia	U.A.E.
Columbia	Japan	Saudi Arabia	Ukraine
Czech Republic	Mexico	Singapore	United Kingdom
Denmark	Malaysia	Slovakia	United States
			Venezuela



## IMPORTANT NOTIFICATION

to our clients

In order to comply with the EU General Data Protection Regulation, which was introduced in 2018 we had to reformat the information provided in our directories:

The International Directory of Toy Importer-Distributors remains unchanged. All importer-distributors listed in the countries of the European Union have given consent to their details being listed in this directory.

For the International Directory of Retail Toy Buyers it was not possible to get consent from the buyers within the EU to list their details. Therefore the directory lists a generic email address (where possible) for the purchasing department, but no buyer names and only occasional buyer email addresses, if consent was given. In the countries not affected by GDPR legislation we continue to list names of buyers by category and email addresses of buyers.

In order to compensate for the less detailed information provided, we have included the US Directory of Mass Market Toy Buyers in the International Directory of Retail Toy Buyers. This means there is no longer a separate directory for the US Mass Market Toy buyers, but when you purchase the International Directory of Retail Toy Buyers you will also receive full contact details of toy buyers in over 120 retail chains in the US covering mass merchandisers, supermarkets, sporting goods, craft, book and many other channels which carry toys.

## International Directory of RETAIL TOY BUYERS 2021

This directory enables you to identify and communicate with toy buying departments in more than 800 of the world's leading retail chains. To comply with EU GDPR legislation no buyer names and email addresses of buyers are listed in the countries of the EU. In countries not affected by GDPR legislation we continue to list names of buyers by category and email addresses.

In addition it now includes full contact details for more than 200 US Toy Buyers from 120 different retail chains with a total of 85,000 stores. The US toy market is worth \$27 billion, which is nearly one third of the global toy market value. Our directory allows you to get all toy buyers in one list, covering over 95% of the market value of the US toy market, including mass merchandisers, supermarkets, sporting goods, craft, book and many other channels which carry toys.

The information is presented as in the following example:

### CANADA

#### TOYS R US CANADA

2777 Langstaff Road  
Concord  
Ontario L4K 2M5

www.toysrus.ca

Tel: +1 905 660 2000

Store Category: Toy store chain

No of stores: 82

#### BUYERS

**Ms Dharini Amin**  
**Ms Michelle Mayers**  
**Ms Farah Qureshi**  
**Ms Maria Commisso**  
**Ms Linda Cassar**

#### CATEGORY RESPONSIBILITY

Babies R Us  
Games & puzzles  
Nursery, children's furniture  
Construction, diecast, action vehicles, remote control toys  
Pre-school, Vtech, Leapfrog, imaginative play, electronic pets  
Licensed electronics, tech & tween  
School supplies, arts & crafts  
Boys' toys, Nerf action figures, action, collectors' figures  
outdoor, bikes, seasonal, back to school

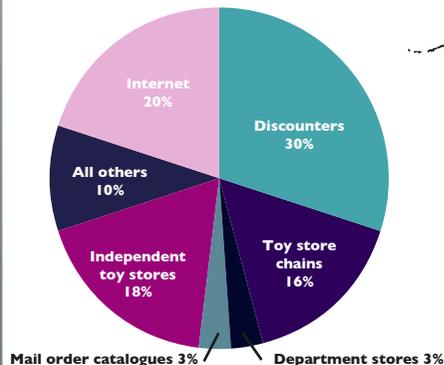
dharini.amin@toysrus.ca  
michelle.mayers@toysrus.ca  
farah.qureshi@toysrus.ca  
maria.commisso@toysrus.ca  
linda.cassar@toysrus.ca  
eugene.lee@toysrus.ca  
cathleen.choi@toysrus.ca  
amy.jazvac@toysrus.ca

There are also statistics and a description of each toy market, as illustrated in the following sample:

### CANADA

Total Population	37.1 million
Population of Children 0-12 years	4.9 million
Birth rate per 1000 population	10.5
GDP per capita (2017) in US \$	\$46,233
Estimated 2018 toy market value at consumer prices (excluding video games) in local currency	CAD 1.6 billion
Estimated mean expenditure on toys per child in US \$	\$240

#### Sales of Toys by Trade Category:



## International Directory of TOY IMPORTER-DISTRIBUTORS 2021

Identify nearly 800 leading importer-distributors and check which ones are most appropriate to sell your range. By looking at which brands and categories they sell already and if they do TV advertising, focus your search on the most suitable prospective partners.

The information is presented as follows:

### FRANCE

#### LANSAY

112 Quai de Bezons  
95100 Argenteuil  
Contact: Mr Stéphane Azoulai

Tel: +33 1 39 98 98 98  
Website: www.lansay.com  
Email: stephane.azoulai@lansay.fr

Exclusive Importer-Distributor of well-known brands



#### COMPANY/BRAND

Bébé Cabrioles  
Blopens  
Disney Princess  
Fabrikid  
Fashion Angels  
Orbeez  
Totem Infernal  
Toy Story

#### CATEGORY

dolls  
arts & crafts  
arts & crafts  
construction  
arts & crafts  
cosmetics, jewellery  
action game  
action figures

#### Comments

They are a licensee for pre-school, plush, action figures, games, music and electronic toys. Have many more lines including their own brands.

#### MDFI

42 Rue du Marquis de Coriolis  
92500 Rueil Malmaison  
Contact: Mr Michel Deshayes

Tel: +33 1 47 32 24 53  
Website: www.md-fi-france.com  
Email: mdfi@wanadoo.fr

#### Sales agency



#### COMPANY/BRAND

Biba  
First Learning  
Jolly  
Junior Art  
Keenway  
Learning Road  
Orchard Toys

#### CATEGORY

soft toys  
pre-school  
soft toys  
arts & crafts  
plastic toys  
pre-school  
puzzles, games

## EXCEL SPREADSHEETS & ACCESS DATABASES

In addition there are specially written programmes available to download containing an Access database and an Excel spreadsheet to enable you to print address labels, run email campaigns and mail merges. You can also analyse and select data to enable you to use the data more effectively and completely.

The programmes require you to have Microsoft Office Access on your PC to operate it.



www.gameplaneurope.com

For further information and more samples of the directories' contents, please visit the PUBLISHING page on the SERVICES section at gameplaneurope.com – online purchase is also available here.

