

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

THE 49 COUNTRIES IN THESE DIRECTORIES ARE

✓ 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

Argentina

Australia

Austria

Belgium

Brazil

Bulgaria

Canada

Chile

China

Columbia

Czech Republic

Denmark

Finland

France

Germany

Greece

Hong Kong

Hungary

India

Israel

Italy

Japan

Mexico

Malaysia

Netherlands

New Zealand

Norway

Peru

Poland

Portugal

Rep. of Ireland

Romania

Russia

Saudi Arabia

Singapore

Slovakia

South Africa

South Korea

Spain

Sweden

Switzerland

Taiwan

Thailand

Turkey

U.A.E.

Ukraine

United Kingdom

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

Mr Eugene Lee

Ms Cathleen Choi

Ms Amy Jazvac

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

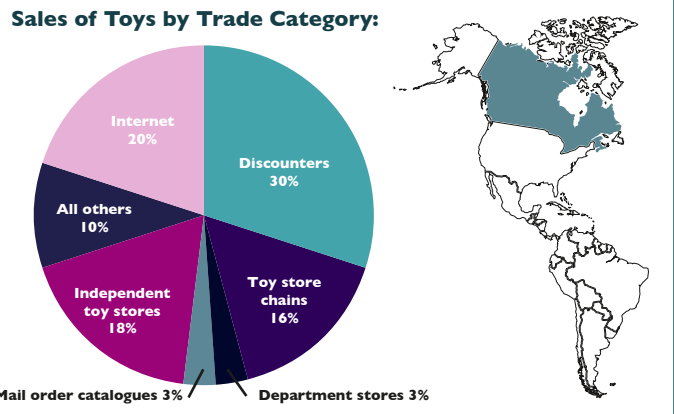
eugene.lee@toysrus.ca

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



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.mdfi-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

☒ TV

☐ TV

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.

UPDATED AND EXPANDED



**International Directory of
RETAIL TOY BUYERS
(includes US Directory of
Mass Market Toy Buyers)**

**International Directory of
TOY IMPORTER-DISTRIBUTORS**

2021

**QUICK AND EASY ORDERING
FROM OUR WEBSITE TO RECEIVE AN
INSTANT ONLINE DOWNLOAD**

For more information, detailed samples and
quick and easy ordering of directories visit
www.gameplaneurope.com/publishing

CONTACT US

GAMEPLAN EUROPE LTD
Tel: +44 1442 870100
margit@gameplaneurope.com

PURCHASE ORDER

To order either visit our web site www.gameplaneurope.com or complete this form and email it back to us. If you do not receive an order acknowledgement by return, please call/email us to check if we have received your order. Payment by credit card please.

TO: GAMEPLAN EUROPE

Please tick the box of the products you are ordering:

INTERNATIONAL DIRECTORY OF RETAIL TOY BUYERS 2021

Also incorporating the US Directory of Mass Market Toy Buyers

- | | |
|---|------------|
| <input type="checkbox"/> pdf of book by email | Euros €325 |
| <input type="checkbox"/> pdf of book + Access database and Excel spreadsheet (by email) | Euros €380 |

INTERNATIONAL DIRECTORY OF TOY IMPORTER-DISTRIBUTORS 2021

- | | |
|---|------------|
| <input type="checkbox"/> pdf of book by email | Euros €325 |
| <input type="checkbox"/> pdf of book + Access database and Excel spreadsheet (by email) | Euros €380 |

Name: _____ **Order Date:** / / **Signature:** _____

Company: _____ **Tel:** _____ **Fax:** _____

E-mail: _____ **Address:** _____

Post/Zip Code: _____ **VAT Number (for companies in the EU):** _____



CREDIT CARD PAYMENTS

CARD TYPE:  ☐ **VISA**

 ☐ **MASTERCARD**

CARD NUMBER

EXPIRY DATE

3 DIGIT SECURITY NUMBER
(on back of your credit card)

ORDER VALUE Euros: _____

CARD HOLDERS NAME (as on card): _____

CARD BILLING ADDRESS: _____

POST/ZIP CODE: _____

SIGNATURE: _____

DATE: _____