



1st Global Toy Summit at the International Toy Fair 2010 attracted enthusiastic interest

Knowledge is in demand. This was clearly noticeable at the 1st Global Toy Summit, which took place at the Spielwarenmesse International Toy Fair Nürnberg 2010. The premiere was a good start to the tailor-made information programme for traders and manufacturers.

The response of the summit visitors reflects the enthusiasm triggered by the Global Toy Summit. “Super coaching, I’ll be there again next time,” one trader commented on the programme. Another agreed with a request: “Excellent! The summit must become a permanent part of the programme during the International Toy Fair. Encore!” One participant emphasized the quality of the presentations as follows: “Compared with other fairs, the International Toy Fair is the leader in terms of presentations.” One summit visitor aptly summed up the development potential generated by the Global Toy Summit: “If everyone puts only one item into practice in their company, things will happen in the toy sector.”

At the Trade Summit, 110 participants received new ideas for getting things moving in their companies. The Federal Association of the Toy Retail Trade (BVS) chaired the programme, which was supported by the purchasing cooperations duo schreib & spiel, idee+spiel, Spiel & Spaß and Vedes. One highlight at the Trade Summit can be seen as a webcast at www.toyfair.de/summit from 5 March 2010 onwards: the presentation by Jon Christoph Berndt on “Emotional product presentation to delight the customers”.

The issue of toy safety was such an attraction at the Industry Summit that not all those interested could be admitted. 104 participants attended the roadshow on the new EU Toy Safety Directive. The information event organized by the European manufacturers association Toy Industries of Europe (TIE) and the European Commission (EC) marked the start of a controversial panel discussion on toy safety. The Industry Summit was supported by Toy Industries of Europe and the German Association of the Toy Industry. The summit programme was sponsored by TÜV Süd.



Spielwarenmesse
International Toy Fair
Nürnberg
04.02.–09.02.2010

The 2nd Global Toy Summit takes place at the next Spielwarenmesse International Toy Fair Nürnberg, which presents the worldwide toy market in Nürnberg from 03–08.02.2011. In the meantime, Spielwarenmesse eG is improving the summit concept and also incorporating the feedback from the participants. For companies wanting to promote this knowledge service within the toy industry and get things moving, Spielwarenmesse eG already offers a tailor-made programme for sponsors.

26.02.2010 – km

Information about the International Toy Fair 2010 on the Internet:

Press releases: www.toyfair.de/pk

Photo material: www.toyfair.de/photos

Spielwarenmesse International Toy Fair Nürnberg

The Spielwarenmesse International Toy Fair Nürnberg, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The purely trade fair creates a comprehensive communication and ordering platform for 2,700 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for some 75,000 buyers and toy traders from over 115 nations.

Fair date: Spielwarenmesse International Toy Fair Nürnberg:
03–08.02.2011