



**Best of China: Double the area for Chinese pavilion organized by  
Spielwarenmesse eG**

**Spielwarenmesse**  
International Toy Fair  
Nürnberg  
03.02.–08.02.2011

Best of China is the new name for the Chinese pavilion, which Spielwarenmesse eG is expanding at the 62nd Spielwarenmesse International Toy Fair Nürnberg 2011. The fair organizer will provide some 1,000 m<sup>2</sup> of space for the exhibiting companies from China, who stand for high quality standards. This doubles the area for the Chinese pavilion organized by Spielwarenmesse eG. Exhibitors now profit from the extensive services and support provided by Spielwarenmesse Shanghai Company, Ltd.

31 companies took part in the ChinaPavilion – its previous name – organized by Spielwarenmesse eG. The presentation area had already grown enormously to over 500 m<sup>2</sup> in the pavilion's second year and impressed with high-quality products and an attractive design. The exhibitors were very satisfied with the quality of the visitors, the services offered by Spielwarenmesse eG and the appeal of the revised stand design. 17 companies had already registered for the Best of China Pavilion in 2011 by the end of the fair. Visitors from all over the world will be able to see the high standard of Chinese products for themselves from 03–08.02.2011.

Interested Chinese companies can obtain more information and apply for the Best of China Pavilion by contacting Ms Xu Jie:

德国纽伦堡玩具展驻华子公司  
施贝华会展服务 ( 上海 ) 有限公司  
Spielwarenmesse Shanghai Company, Ltd.

Ms Xu Jie  
2503, China Fortune Tower, No. 1568 Century Ave. Shanghai 200122  
Tel: +86 21 6168 1325 ext 103  
Fax: +86 21 6168 1327  
E-mail: [j.xu@spielwarenmesse.cn](mailto:j.xu@spielwarenmesse.cn)  
[www.spielwarenmesse.cn](http://www.spielwarenmesse.cn)

The Spielwarenmesse International Toy Fair gathered 76,637 buyers and traders from 104 countries at the world's biggest fair for toys, leisure and hobby products in 2010. This represented a rise in the number of visitors of some two per cent compared with the previous year (2009: 75,409).

## Press Information



**Spielwarenmesse**  
International Toy Fair  
Nürnberg  
03.02.–08.02.2011

The interest of the Chinese visitors in the marketplace with business contacts all over the world also increased strongly. Altogether 832 buyers and traders came to Nürnberg from the People's Republic of China, which was 17 per cent more than the year before.

29.04.2010 – km

### **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 100 nations.

Fair date: Spielwarenmesse International Toy Fair Nürnberg 03-08.02.2011