



Young Innovative Companies Pavilion: 20 exhibitors at the premiere at the International Toy Fair 2011

They are bubbling with ideas and build their business on them: 20 manufacturers present their play ideas in the Young Innovative Companies Pavilion at the Spielwarenmesse International Toy Fair Nürnberg 2011 from 3–8 February 2011. This is twice as many participants as the organizer expected. The Federal Ministry of Economics and Technology is supporting the participation of the young companies at the fair and thus the export and marketing of their innovative products and processes.

The pavilion shows that all over Germany clever minds are at work developing good ideas that are suitable as business ideas, because the participants come to Nuremberg from the whole of Germany. They present their new products covering all product groups at the International Toy Fair on an area of 228 m². The Young Innovative Companies Pavilion is next to the New Exhibitor Center with 58 first-time exhibitors from 26 countries. Hall 11.1 is a promising location for traders looking for new products for their individual ranges.

The following companies, which have their headquarters in Germany and started up less than 10 years ago, are exhibiting in the pavilion: Andrea Rath, AssessorFUN, EuroChessInternational, Exergia – ideas in light & energy, Hirche Design, Hug & Jardine GbR, iToy, Learning Blocks, little big things GmbH, MEDEURAS GmbH, mijca – KLASSE SPIELEN, Modellbaukönig GmbH & Co KG, Mücke Spiele, Nellio Verlag GmbH, Neumuth Modelle GmbH, Spinblades GmbH, Stein-Manufaktur, Topy Spiele Verlag, VARIO Helicopter, and Woody Buddy.

27.1.2011 / 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 3–8.2.2011