



LicenseCenter – trend get-together at the International Toy Fair 2011

The toy and licensing industries are closely linked in order to market licenses successfully. The trend get-together for their networking is the redesigned LicenseCenter at the Spielwarenmesse International Toy Fair Nürnberg from 3–5 February 2011. Spielwarenmesse eG is extending the presentation of license themes and the International Trend Selection in the impressive central (Mitte) entrance area with the new LicenseLounge. Licensors, licensing agencies and licensees can meet there from 9 a.m. to 7 p.m., Thursday to Saturday.

In the International Trend Selection, seven media partners provide an outlook on their country's three most promising license themes for 2011.

China – Brand Licensing China: Kitten Dream, Momoking, Golden Hero

Germany – LicensingPress: Monster High, Batman: The Brave and the Bold, Das Haus Anubis

France – Kazachok: Mr & Mrs, Tootuff, Zhu Zhu Pets

Great Britain – Licensing Today Worldwide: Cars 2, Monster High, Little Charley Bear

Italy – Entertainment & Licensing: Hello Kitty, Ben 10, Barbie

Spain – Licencias Actualidad: SpongeBob, Cars 2, Beyblade

USA – License! Global Magazine: Tron, Transformers 3, Cars 2

Starting in February, traders can see what other license themes the exhibitors are showing at the International Toy Fair in the LicenseGuide, which is part of the online catalogue at www.toyfair.de. The team from the LicensingPress magazine is available to answer all other questions on licenses during the opening times of the LicenseCenter from Thursday to Saturday. LIMA Germany (Licensing Industry Merchandisers' Association) supports this expanding get-together for licenses and toys.

The Toy Business Forum in hall 4 also deals with the world of licenses on 8 February 2011. Fred Göpfardt, the publisher of LicensingPress, provides information on "The top international licensed products" and Elmar Fedderke from efcon-Handelsberatung covers further potentials for the toy trade with his presentation on "Marketing licenses in the shop".



Spielwarenmesse
International Toy Fair
Nürnberg
03.02.–08.02.2011

27.01.2011 – dwi / 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