



## **International Toy Fair 2011 packed with ToyKnowHow: more knowledge for daily business**

The International Toy Fair concentrates knowledge for the toy industry. Now it has also given a name to the extensive range of knowledge for toy professionals: ToyKnowHow. In this connection, Spielwarenmesse eG presents the Toy Business Forum in hall 4 from Friday to Tuesday and the 2nd Global Toy Conference on Tuesday, 8.2.2011. The full programmes of both events also offer ToyKnowHow on the special theme of Toys go green. The Spielwarenmesse International Toy Fair from 3–8 February 2011 once again concentrates the toy industry's expertise in Nuremberg.

### **2nd Global Toy Conference – pure knowledge on 8.2.2011**

The Global Toy Conference enters the second round in 2011 following its successful start last year. The event in CCN Ost on Tuesday, 8.2.2011, deals with practical issues specifically for traders and manufacturers. The participants hear recipes for successful daily business from leading experts from companies such as Amazon, Syzygy and the Otto Group, and from the EU Commission. The conference is organized in cooperation with the German Association of the Toy Industry (DVSI) and the Toy Industries of Europe (TIE). The lectures and discussions take place in four programme blocks from 9.30 a.m. to 4 p.m.:

- Social Media – Using Social Networks Successfully
- Online Marketing & Trading – Effectively Advertising and Selling on the Web
- Toy Safety – Reacting Correctly to the Latest Requirements
- Sustainability – Learning from the Green Revolution

The detailed programme and registration information are available on the Internet at: [www.toyfair.de/conference](http://www.toyfair.de/conference). The ticket costs 109 euros in advance (DVSI members receive a discount of 10 euros) and 149 euros at the conference ticket desk. The price includes all congress papers and lunch. The following companies are supporting the Global Toy Conference as sponsors: Bureau Veritas, Hoffmann Company, Intertek, Mehano and TÜV Süd Management Service.



### **Toy Business Forum – knowledge for in between**

The Toy Business Forum in the InnovationCenter in hall 4 provides knowledge for in between daily from 1 to 3 p.m. from Friday to Tuesday, 4–8.2.2011. Fair visitors obtain useful knowledge on markets and trends at a variety of 30-minute presentations with practical examples on a different topic each day.

- **Friday:** Toy Markets Worldwide – Today and Tomorrow
- **Saturday:** Toys go green – the Megatrend for Manufacturers and the Trade
- **Sunday:** Fresh Marketing – Innovative and Effective Ideas
- **Monday:** Retailing with Profile – Toy Shops as Brands
- **Tuesday:** The World of Licenses – Potential for the Toy Trade

A detailed list of dates and times for all events is available in the fair calendar on the Internet or at: [www.toyfair.de/toybusinessforum](http://www.toyfair.de/toybusinessforum).

The highlights of this year's programme are the starting events on Friday with futurologist Corinna Langwieser and her study on Future Kids, and Richard Gottlieb, President of USA Toy Experts, with the results of the "Building Our Future Toy Conference". The trend specialist Reyne Rice talks about high-tech innovations in the toy industry and the importance of social media and trendscouting at 1 p.m. on Sunday, 6 February. The five-day programme has been drawn up in cooperation with the magazine "das spielzeug" from publisher Meisenbach Verlag in Bamberg. Fair visitors can follow the short presentations in both English and German.

The ToyKnowHow programme plus ToyInnovation and ToyNetwork create the modules for success at the Spielwarenmesse International Toy Fair. The knowledge acquired in Nuremberg together with the innovations and contacts will certainly help the visitors to improve their business success.

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### **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.

## Press information



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