



**Spielwarenmesse**  
International Toy Fair  
Nürnberg  
01.02.–06.02.2012

**New Start: Wednesday!**

### **Toy Business Forum offers useful knowledge at International Toy Fair**

- Toy Business Forum in hall 4 from 2–6.2.2012
- Daily specialist knowledge on current topics from the toy industry

The Spielwarenmesse International Toy Fair Nürnberg invites visitors to the Toy Business Forum from 2–6.2.2012. Here they can extend their knowledge of the toy industry at short presentations, where practical experts provide news and information on each daily topic. In this way, the Toy Business Forum guarantees a broad insight into the toy market and current trends.

Overview of daily topics:

- Thursday: International Trends – Hot Favourites in the World of Toys
- Friday: Social Media & Online Marketing – How Traders can Profit from Web 2.0
- Saturday: Toys4Teens – Capturing a Challenging Target Group
- Sunday: Marketing for Toy Traders – Discovering Trends, Creating Emotions
- Monday: Outstanding Design – Visual Impressions Count

A detailed list of all events is available at [www.toyfair.de/toybusinessforum](http://www.toyfair.de/toybusinessforum).

The Toy Business Forum takes place from the second day of the fair, Thursday, 2.2.2012, until Monday, 6.2.2012, from 1-3 p.m. each day – in the InnovationCenter in hall 4 of the Nuremberg exhibition centre. All visitors can attend the short presentations in German and English free of charge.

11.10.2011 – sd

### **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, Wednesday to Monday, 1-6.2.2012