

Toy industry likes sparkling new look of hall 12.2

- Redesigned permanent stand hall 12.2 in Nuremberg exhibition centre
- Leading toy manufacturers choose Nuremberg as home fair until 2018

Visitors and exhibitors at the International Toy Fair 2013 were able to stroll through the redesigned hall 12.2 for the first time and praised the new appearance. The alterations to the permanent stand hall, in which 28 national and international toy manufacturers have set up their permanent stands, were carried out from May to November 2012. The aim of the alterations was to modernize the hall and reposition some of the stands.

Stephan Patrick Tahy, Managing Director Mattel Deutschland, thinks his company's permanent stand simply belongs to the fair. "The International Toy Fair in Nuremberg is an important platform for exchanging views and for us is a great start to the new year every year. It has always been extremely important for Mattel to present itself there in an appropriate manner. The alterations and the extension of the fair stand to some 2,500 m² in 2013 makes it the biggest commitment to the International Toy Fair in Nuremberg. We are already looking forward to welcoming our business partners in this new ambience."

Hans U. Remfert, Managing Director of Revell GmbH & Co. KG, takes a similar view. "We have exhibited at the International Toy Fair for 56 years and have had a permanent stand in hall 12.2 for 14 years. The fact that almost all the world-leading brands present their products in one hall and are accommodated there all year round is unique and an important signal for the toy industry."

"For global players like us, the International Toy Fair is the hub of the toy world. Here we meet our long-standing partners and prepare the ground for interesting new business. We have accordingly based our larger permanent stand on the Playmobil brand's message, but have also geared it to functionality at the same time. We now regard ourselves as excellently positioned for the fair in the coming years," says Andrea Schauer, Managing Director Development, Marketing and Sales.

Hall 12.2 covers a total area of 13,300 m² and gathers many world-leading brands in one hall. The following firms have a permanent stand in hall 12.2:

A & A Plush Inc., Artsana SpA (Chicco), Edu Science (H.K.) LTD., Five Starts HK Ltd., Funrise Toys Ltd., Happy People GmbH & Co. KG, Heunec Plüschspielwarenfabrik GmbH & Co. KG, HTI - Halsall Toys Int., IMC Toys Deutschland GmbH, Industrial Juguetera S.A., John GMBH, Lego GmbH, Mattel GmbH, Meccano, New Bright Ind. Co. Ltd., Nikko Deutschland GmbH, Peg Perego SPA, Playgo Toys Manufacturing Ltd., Playmobil Geobra Brandstätter GmbH & Co. KG, RC 2 Deutschland GmbH, Revell GmbH & Co. KG, Sieper Werke GmbH, Simm Marketing GmbH, Trends2com, Vivid Deutschland GmbH. Vtech Electronics Europe GMBH, Wiking-Modellbau GmbH & Co. KG, Zapf Creation AG.

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Spielwarenmesse eG

Spielwarenmesse eG is a trade fair organizer and marketing services provider for the toy industry. The Nuremberg company organizes the **Spielwarenmesse International Toy Fair Nürnberg**, the world's leading fair for toys, hobbies and leisure, industry campaigns and the international fair programme **World of Toys by Spielwarenmesse eG**, a pavilion concept that enables manufacturers to exhibit at fairs in Asia and Russia. Starting in 2013, the cooperative will organize Kids India in Mumbai with the support of the Indo-German Chamber of Commerce. Together with the Russian National Toy Association (RNTA), Spielwarenmesse eG holds a stake in the Russian exhibition company RNTA Expo, which organizes Toys & Kids Russia in Moscow. The spectrum of services offered by the cooperative Spielwarenmesse eG also includes the organization of other campaigns for the industry.