



Spielwarenmesse to open Hall 3A and introduce new hall layout

- Wooden Toys product group to partially move to the new Hall 3A
- School Articles product group to be showcased alongside Educational Toys in hall 4 from 2014 onwards
- Festive Articles and Carnival offering extended to the whole of Hall 9

The fair team is increasing the exhibition space for baby and infant articles for the 65th Spielwarenmesse. "The demand our buyer for baby and infant articles has greatly increased in recent years and is continuing to grow. We have decided to extend the space in order to accommodate this development", explained Ernst Kick, Chairman of the Board of Spielwarenmesse eG. Therefore, the range will now feature baby equipment in addition to toys. With everything from buggies, nursery furniture and accessories to car seats, trade visitors can expect a new spectrum of products for infants in Nuremberg from 2014. "We are delighted that Spielwarenmesse has enlarged the area devoted to products for babies and toddlers, and look forward to attracting new groups of international visitors at the fair. We are taking part at Spielwarenmesse for the first time, because we have noted an increasing trend in the overlap between toys and articles for babies and toddlers", says Sabine Schrenk, Head of Marketing and PR, Kiddy GmbH, manufacturer of child safety seats and baby carriages from Hof, Northern Bavaria.

The new Hall 3A adds an extra dimension to the Spielwarenmesse, allowing it to appropriately present the closely related product groups of Dolls, Soft Toys in Hall 1, Baby and Infant Articles in Halls 1, 2 and 3 and Wooden Toys and Craftworks in Halls 3 and 3A. The redesign and extension of the offerings in the area of baby and infant articles will provide buyers with the ideal platform for gaining inspiration and extending their range according to their customers' needs.



Given their affinity, the School Articles, Stationery, Creative Design product group will be exhibited in the same space as the educational toys. Both will be showcased in Hall 4 from the next Spielwarenmesse onwards. Therefore, Hall 9 will be available in its entirety to the Festive Articles and Carnival product group.

With 170,000 m² of exhibition space, the 65th Spielwarenmesse will be the largest ever. The entire toy industry will meet in Nuremberg from 29 January to 3 February 2014 to find out about the latest news and trends in the market. Almost 40 percent of the 73,500 trade visitors come exclusively for the Spielwarenmesse. The high proportion of international buyers – from 113 countries at the last count – and customers from different markets particularly add to the appeal of this fair, the industry's largest gathering anywhere in the world.

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Spielwarenmesse®

The fair and marketing service provider Spielwarenmesse eG organises the Spielwarenmesse®, the leading international trade fair for toys, hobbies and leisure. The trade fair creates a comprehensive communication and order platform for 2,700 national and international manufacturers. The presentation of innovations and the comprehensive industry overview form a valuable pool of information for the annual market orientation of the some 72,500 buyers and retailers from more than 100 countries. The Spielwarenmesse® name has also been protected as a word mark in Germany since 2013. Fair dates: Spielwarenmesse® Wednesday to Monday, 29 Jan – 3 Feb 2014