



## **Toy Business Forum brings knowledge to the TrendGallery**

- Forum in hall 3A at Spielwarenmesse from 29.1 to 3.2.2014
- Daily presentations on topical issues in the toy industry

The Toy Business Forum offers extra knowledge for exhibitors and visitors at Spielwarenmesse. At the forum from 29.1 to 2.2.2014, experts speak on the latest toy trends and unusual marketing tools for equipping the toy industry for the challenges of the future.

For example, Christian Blümelhuber, Professor at the Berlin University of the Arts, tackles the subject of future management. "We make decisions today for tomorrow based on the experiences of yesterday. Companies must ask themselves if and how this works before planning their future," says Blümelhuber.

Toy specialist Reyne Rice also looks into the future. Thanks to her intuition and many years of experience, the American recognizes trends before everybody starts talking about them. At the Toy Business Forum she reveals the latest developments in the international toy market and explains why she in particular has got what it takes when it comes to recognizing trends.

Andreas Haderlein discusses what strategies tomorrow's shops should adopt. The freelance business journalist and innovation consultant presents the new "Sales Trends" study published by the Zukunftsinstitut. 43 practical sales trends show how shops can remain competitive in future.

The daily presentations from 13:00 to 15:00 in hall 3A deal with the following topics:

Wednesday: ToyKnowHow – Recognizing Trends, Shaping the Future

Thursday: Multichannel – Successful Use of New Opportunities

Friday: Future Retail – Tomorrow's Shop

Saturday: Marketing – Retail Branding

Sunday: Multichannel – Offline and Online for Success

Monday: Live Actions

## Press Information



**spielwarenmesse®**

Nuremberg 29 Jan - 3 Feb 2014

A detailed overview of the topics is available at [www.toyfair.de/toybusinessforum](http://www.toyfair.de/toybusinessforum). The presentations are given in German and English.

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### **Spielwarenmesse®**

Spielwarenmesse, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The 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 72,500 buyers and toy traders from over 100 nations.

Fair date: Spielwarenmesse, Wednesday to Monday, 29.1–3.2.2014