



Spielwarenmesse 2014: new hall and more trends

- New hall 3A extends Spielwarenmesse to 170,000 m² of display space
- TrendGallery presents worldwide toy trends
- Global Toy Conference moves forward to Saturday, 1 February

Spielwarenmesse has never had so much space. 2.748 exhibitors from 61 countries show their new products on 170,000 m², because Spielwarenmesse from 29 January to 3 February 2014 now plays in the new hall 3A of the Nuremberg exhibition centre in addition to the rest of the existing halls. Located in the middle of this architectural feast for the eyes is the new TrendGallery, an experience world of trends, new products and knowledge. The arc of suspense continues with the nominations and winners of the ToyAward, the 58 new exhibitors from 27 countries in the New Exhibitor Center and the Young Innovative Companies Pavilion, where 23 German companies exhibit with the support of the Federal Ministry of Economics and Energy (BMWFi). They are joined by the Wooden Toys and Craftworks product group. Spielwarenmesse uses the resulting space gained in the other halls to extend the product groups Baby and Infant Articles and Festive Articles, Carnival.

Hall 3A will surprise the expected 73,000 trade visitors with its daylight area and sophisticated ceiling construction. The extravagant design was created by the world-famous Zaha Hadid Architects. Spielwarenmesse eG is making it into a hall full of inspiration and new products, because the TrendGallery combines the worldwide trends, the exhibitors' new products at the fair and the knowledge provided at the Toy Business Forum. In the course of the concept the fair team is also internationalizing global trend scouting within the toy industry. An intercultural TrendCommittee of nine experts tracks down four major international product groups:

- Fit4Life: Toys that promote life skills from craft skills to health awareness prepare children for their future life.
- Retromania: Well-known toys and heroes are equipped with new refinements and capture the hearts of the kids.



- Mini is King: Society's growing mobility is accompanied by the miniaturization of toys.
- TechToys: Technology meets tradition and creates exciting play ideas from classic toys and digital spheres.

Spielwarenmesse presents all the trends and many other new products from the companies taking part in the TrendGallery.

Toy traders wanting to use their visit to the fair for a look out of the box can visit the Toy Business Forum in the TrendGallery in hall 3A daily from 13:00 to 15:00. Here they get practical examples for both their strategy and their everyday business. The knowledge programme at the fair is rounded off by the Global Toy Conference. The conference with its motto of "How to Get Customers into Your Shop – Successful Pricing, Presentation and Selling" is particularly intended to show the bricks-and-mortar toy trade a recipe for successfully gaining customers. The Global Toy Conference now takes place on Saturday, 1 February 2014, from 09:00 to 16:00 in St. Petersburg hall of NCC Ost. Bringing the event forward helps the international toy traders to plan their visit and this is clearly reflected in the level of advance bookings.

Thanks to the new possibilities for arranging the space, Spielwarenmesse can now ideally complement the variety of the industry and reflect this more clearly. This particularly benefits the product groups with closely related themes, namely 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. In the extended product group of Baby and Infant Articles in Nuremberg, traders will find furniture, room furnishings, prams and car seats in future as well as baby and infant toys. All in all, the Spielwarenmesse team welcomes 130 companies from 26 countries with "Baby and Infant Articles" as their main product group and 285 other exhibitors with part of their range in this segment. Alone in the baby articles area in hall 2 and the adjacent areas in hall 1 and 3, 50 per cent more companies are exhibiting than in the previous year, including Georg Schardt, Kid O Products, Kiddy GmbH, Pamper24, Skip Hop and Träumeland. They join the long-term exhibitors like Baby Fehn, Doudou et Compagnie,



Kaloo, Sterntaler, Lässig, Manhattan Toy, Pinolino, Roba Baumann, Wishbone and many more.

The product group School Articles, Stationery, Creative Design now appears alongside Educational Toys in hall 4. This makes the whole of hall 9 available for the product group Festive Articles, Carnival, which appreciably boosts this product segment.

When buying toys, parents increasingly pay attention to ensuring that these also meet their standards in terms of style and design. Individual accessories are becoming more and more important among the kids, so the Nuremberg fair organizers are adopting Lifestyle and Trend Articles as a new product group. These articles include decoration material and accessories for the toy world and jewellery, make-up, sunglasses and lots more. These articles usually supplement existing ranges, which is why the 57 exhibitors in this segment and the 184 exhibitors with parts of their range in this segment are spread over the relevant halls.

Whether toys, baby and infant products or lifestyle articles – the extensive programme at Spielwarenmesse 2014 gives toy traders sound knowledge of products and trends and many ideas for successful business.

23.1.2014 – km

More information about the Spielwarenmesse® 2014 at:

Photos: www.toyfair.de/photos

Sound bites: www.toyfair.de/radio

ToyAward Traders'Favourite: www.toyaward.de

TV footage: www.toyfair.de/tv

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 some 72,500 buyers and toy traders from over 100 nations. The name Spielwarenmesse has also been a protected word mark in Germany since 2013.

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