



Toy Business Forum equips toy industry for the future

- Forum at the Spielwarenmesse: 28.01 to 01.02.2015, 1 p.m. to 3 p.m. in Hall 3A

Tomorrow's know-how: from 28.01 to 01.02.2015 Spielwarenmesse invites trade visitors to attend the Toy Business Forum. Visitors can bring their knowledge of the industry up to speed at the free forum. Experts explain new and worthwhile aspects of a daily topic in 30-minute presentations. The Toy Business Forum thus provides everyone interested in the industry with a comprehensive view of current market developments and marketing trends.

The talks are held daily from 1 p.m. to 3 p.m. in Hall 3A and address the following subjects:

Wednesday: ToyKnowHow – experiencing future trends & technologies

Thursday: Licenses – recognizing worldwide trends in 2015

Friday: Online Marketing – understanding strategies on the World Wide Web

Saturday: Marketing – discovering potentials for the trade

Sunday: Visual Merchandising – creating experience worlds

For additional information visit www.toyfair.de/toybusinessforum. The presentations can be followed in both German and English.

You can access a selection of talks from the Toy Business Forum 2014 at www.youtube.com/Spielwarenmesse. Spielwarenmesse takes place from 28.01. to 02.02.2015 at the Nuremberg Exhibition Centre.

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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 more than 75,000 buyers and toy traders from over 120 nations.

Fair date: Spielwarenmesse®, Wednesday to Monday, 28 Jan- 2 Feb 2015