



Top figures for Spielwarenmesse 2015: more than 2,800 exhibitors

The Spielwarenmesse is heading for top figures. More than 2,800 companies have registered for the trade fair. They will be presenting new products from the world toy market in Nuremberg from 28.01. to 02.02.2015. Around 75,000 trade visitors from 120 countries, scouting for toys, hobby and leisure articles for their new season ranges, are expected. Only the Spielwarenmesse offers such a huge selection.

The fair team has been particularly successful in attracting lots of new companies in the lifestyle and trend article sector. The Spielwarenmesse is presenting this product group in a separate exhibition space of its own at the Centre Entrance for the first time. Trade visitors will find accessories, playroom equipment and interior design elements, fan, souvenir and licensed goods. These interesting and profitable products are ideal for rounding off toy retailers' ranges.

So far 2002 stands out as the top year with 2,837 exhibitors. At the press conference on 22 Jan. 2015 Ernst Kick, CEO Spielwarenmesse eG, will announce the final number of exhibitors at the Spielwarenmesse 2015. It promises to be a close-run race with the previous record-beating year.

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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