



## **Young innovative companies present their products at the Spielwarenmesse 2016**

- Joint stand for young German entrepreneurs in Nuremberg
- Funded by the Federal Ministry for Economic Affairs and Energy (BMWi)
- Registration deadline: 30 September 2015

Innovative, lovingly made products, fresh ideas and dedicated and enthusiastic entrepreneurs – all this is what awaits visitors at the joint stand Innovation made in Germany in Hall 3A at the Spielwarenmesse 2016. The stand funded by the Federal Ministry for Economic Affairs and Energy (BMWi) allows start-ups from the toy industry to present themselves and their products at particularly favourable conditions so that they can gain a foothold on the international market. To make sure that the trade fair participation project is a success from the very outset, it is receiving support from the Spielwarenmesse eG in the form of an all-round carefree package. This includes, among other things, an offer from AUMA, the Association of the German Trade Fair Industry, to give exhibitors advice, in cooperation with the Spielwarenmesse. The registration deadline for the joint stand is 30 September 2015. Details of the offer and information on registration as well as the eligibility conditions can be found here:

<http://www.spielwarenmesse.de/aussteller/anmeldung/>

Retailers know very well that the new products shown here are more than worth a look. They resolutely make their way towards the stand: "We had a lot of visitors to our stands, mainly international retailers specifically looking for new and unique products to gain a competitive advantage. Our stand with the young innovative companies was perfectly suited to present to them our products in a manageable and focused way. Visitor numbers increased by the day and, with them, the new contacts. Ultimately, we had nearly 200 solid prospects who then approached us during the course of the year," says Alexander Bochert, CEO of rewoodo GmbH. He was a first-time exhibitor in



2015, showcasing his "Heroes of Wood", ecologically manufactured wooden figures and vehicles, at the joint stand. Since young entrepreneurs can receive funding to take part in the joint stand twice, he will be at the coming Spielwarenmesse, too.

A newcomer to the Innovation made in Germany stand is Matas Petrikas, CEO of Vai Kai. Vai Kai started in 2015 as a crowdfunding project on Kickstarter.com, an Internet platform for project financing, and offers wooden dolls that communicate with each other and the child playing with them through light, sound and vibration. "As a young start-up in the toy industry, it was a no-brainer – we just *had* to be present at the world's largest toy fair. An Innovation made in Germany stand is the perfect way let people experience our toy live." He hopes, above all, to make contact with future distributors there.

The young companies not only manage to enter the market, but they build up important links among themselves, which persist even after the exhibition. In the Facebook group of Innovation made in Germany, interested parties and participants of recent years come together to exchange experiences and mutual support. The group that can be found here <https://www.facebook.com/groups/190674484395559> is chaired by the team of Spielwarenmesse eG, which also gives members advice and practical help.

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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 2,800 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 70,000 buyers and toy traders from over 120 nations.

Fair date: Spielwarenmesse®, Wednesday to Monday, 27 Jan - 1 Feb 2016