

International pavilions on the rise at the Spielwarenmesse

- 14 national pavilions provide compact market overview
- Exhibitors and visitors benefit from a wide range of services

The Spielwarenmesse 2017 has posted an increase in the number of International Pavilions. Running from 1st to 6th February, the trade fair at Nuremberg's Exhibition Centre will welcome two new additions, France and Indonesia, bringing the total to 14. A wide range of services provides exhibitors with easier market access and trade buyers with a quick and comprehensive overview of the market.

The International Pavilions have a long tradition at the Spielwarenmesse. Many countries have been represented there for several decades. This year, the pavilions will feature 280 enterprises, corresponding to around 10 percent of all exhibitors. Twelve national organisers are working alongside the Spielwarenmesse and its partners to ensure that participation runs smoothly. Florian Hess, Director Fair Management, Spielwarenmesse eG: "The all-round services that we offer our international exhibitors, ranging from stand construction to extensive marketing measures, really help these companies gain access to the market."

Exhibitors appearing at the pavilions have the opportunity to enhance their exposure by sharing targeted information about their products and company operations. The International Pavilion Guide, for example, contains a comprehensive overview of the exhibitors' products and can be accessed at: www.spielwarenmesse.de/en/internationalpavilions. In addition, manufacturers can draw attention to themselves individually in the Exhibition Catalogue. Trade buyers use the catalogue to gain a comprehensive overview of national trends and an understanding of the diversity of products available internationally. During the fair, the catalogue gives them a clear insight into each market as well as the latest first-hand information about each exhibitor.

The participating countries and locations of the National Pavilions at a glance:

Australia	H 12.0
China	H 11.0
France	Passageway 3A/4A
UK	H 12.0
Hong Kong	H 12.0
India	H 11.0
Indonesia	H 11.0
Italy	H 12.0
Japan	H 6
Korea	H 11.0
Taiwan	H 11.0; H 5
Thailand	H 11.0
USA / Canada	H 12.0

Further information on the national pavilions is available online at www.spielwarenmesse.de/en/internationalpavilions.

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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. Spielwarenmesse® has also been a protected word mark in Germany since 2013. Fair date: Spielwarenmesse®, Wednesday to Monday, 1 – 6 Feb 2017