



## Licensing on the rise at the Spielwarenmesse 2018

- LIMA partnership extended to LicensePreview
- Strong licensing presence reflected in products and promotions

Licensed toys are showing ever more potential for both trade and industry. Visitors, flocking to the Spielwarenmesse from 31 January to 4 February 2018, will be given an extensive insight into the latest international licensing trends and innovations along with a plethora of valuable knowledge about this lucrative sector. The long-term partnership with the International Licensing Industry Merchandisers' Association (LIMA) provides licensors and licensees with a central point of contact, whilst giving rise to a new presentation format – the LicensePreview.

The LicensePreview at the Spielwarenmesse gives LIMA members the opportunity to invite selected business contacts to view their licences in private rooms offering an exclusive atmosphere. Among them are top studios like CPLG (Paramount Pictures), Fox Consumer Products and NBC Universal. This marks the continued evolution of the partnership between the Spielwarenmesse and LIMA which was forged in 2017. In addition, the licensing association is once again returning to its stand in the foyer of Hall 12.0. LIMA's head, Charles Riotto, on the other hand, is holding a presentation at the Toy Business Forum on 31 January at 14.45 pm on the topic of "Worldwide Trends in Licensing".

Licensing is quite literally everywhere at the Spielwarenmesse, with exhibitors presenting the innovations of well-known licensors across all product groups. These trends and products give buyers and retailers a broad and international overview of the market. Walking acts of well-known and new characters as well as attractive advertising features provide cool photo opportunities. These include a life-size toy box, marking the 50th anniversary of Hot Wheels from Mattel, located outside Entrance Mitte as well as the LED Wall, featuring images from NBC Universal. The Walt Disney Company is unveiling an exhibition on "10 Years Marvel Cinematic Universe" in the tried-and-trusted special area inside Entrance Mitte.



Licensed products are highlighted in the TrendGuide, helping visitors to find their bearings more easily. The free printed guide is available, among others, from the Info-Counter in the TrendGallery in Hall 3A. The website at [www.spielwarenmesse.de/en/licenses](http://www.spielwarenmesse.de/en/licenses) can be used as a digital reference. It contains related editorial content and navigates users to the LicenseGuide. Trade visitors can find out more about exhibitors with licensing portfolios, their products and locations at [www.spielwarenmesse.de/en/licenseguide](http://www.spielwarenmesse.de/en/licenseguide). Ernst Kick, CEO of Spielwarenmesse eG, comments: "Licensed toys are accounting for a growing market share, which is reflected in the overall make-up of the Spielwarenmesse."

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Note for editors: Reprint free of charge. Images are available at [www.spielwarenmesse.de/media](http://www.spielwarenmesse.de/media). Please provide us with a voucher copy on publication.

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**Spielwarenmesse®**

Spielwarenmesse®, the leading international fair for toys, hobbies and leisure, is organised by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for more than 2,850 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 73,000 buyers and toy traders from over 120 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013.

Fair dates: Spielwarenmesse®, Wednesday to Sunday, 31 Jan – 4 Feb 2018