



**69th Spielwarenmesse launches with record number of exhibitors,  
product innovations and individual offering for trade buyers**

- An absolute best: 2,902 companies from 68 countries in Nuremberg
- Navigator for innovations: From TrendGallery to licensing paradise
- Pioneering ideas: Special shows and sharing knowledge

In its role as the largest and most prolific industry event of the year, the Spielwarenmesse brings together decision makers from all four corners of the globe. Taking place at Nuremberg Exhibition Centre from 31 January to 4 February, the event has already set a new record, attracting no fewer than 2,902 exhibitors, a climb of 31 on the year before. This clearly underscores the importance of the Spielwarenmesse in the global toy arena. Showing a wide spectrum of products for the coming season, the proportion of exhibitors from abroad totals 75.1%, up from 74.0% in 2017. The share of visitors from outside Germany is expected to be even higher. Keen to find the latest innovations, the retailers and buyers visiting the show will gain access to the latest developments in the fields of games, hobby and leisure products. The trends "Explore Nature", "Just for Fun" and "Team Spirit" as well as the nominees and winners of the ToyAwards help visitors to gain their bearings among the one million products on display. In addition, an informative supporting programme, which is tailored to the needs of the market segments it reflects, contributes to the overall success of the fair.

**International flair**

On their journey of discovery through the Spielwarenmesse, visitors will cover an area of 170,000 m<sup>2</sup>. The organiser successfully combines consistently high quality with a comprehensive and international range of products. This year, the Spielwarenmesse boasts a total of 16 national pavilions, with Georgia, Russia and Spain appearing for the first time. The Best of China stand, which remains the biggest national pavilion at the fair and is located in Hall 11.0, has been completely redesigned. Visitors searching for new ideas should not miss the first-time exhibitors at the New Exhibitor Center (NEC) in Hall 3A and the pavilion featuring Young German Companies, which is sponsored by the Federal Ministry for Economic Affairs and Energy (BMWi).



### **Trailblazing trends**

The TrendGallery, filling a space of around 1,000 m<sup>2</sup>, is located next door. It has been given an attractive facelift and is an important hub for visitors with a thirst for innovation. This is where the three trend themes, identified across the world by the Spielwarenmesse's ten-member TrendCommittee, are brought to life: "Explore Nature" is all about discovering the world of fauna and flora. "Just for Fun" is devoted to games that focus on fun rather than education, whilst "Team Spirit" revolves around winning as a group rather than aiming for individual glory.

### **Coveted industry accolade**

The TrendGallery is also home to the winners and nominees of the ToyAwards which are selected by a jury of experts in four categories: Baby & Infant, PreSchool, SchoolKids and Teenager & Adults. The selection criteria include originality, safety, workmanship and quality, not forgetting the all-important factor of fun. The huge number of entries once again underscores the standing of this internationally recognised accolade. The ToyAwards 2018 attracted more interest than ever before with 643 entries from 397 companies, compared to 635 products from 361 enterprises in 2017. The winners will be announced during the Opening Ceremony of the Spielwarenmesse on 30 January.

### **Special shows create added value**

Three special shows provide inspiration for retailers wanting to broaden their ranges and generate extra sales. Celebrating its debut, "Toys meet Books" is located in a busy spot close to Entrance Mitte and features twelve exhibitors introducing booksellers predominantly from the German-speaking world to the wonderful world of toys. The new concept also incorporates presentations, a Product Guide and guided tours. Two special areas, that were successfully launched in 2017, are to be continued this year. The Tech2Play activity area in Hall 4A includes electronic toys in four modified categories: "Robot Toys", "Virtual Play", "RC Toys" and "Electronic Learning". Nestled between Halls 2 and 3, the Special Area Baby & Infant Articles is a treasure trove for attractive additional ranges for our youngest members of society.



### **Platform for the licensing industry**

Licensing also has an important role to play at the Spielwarenmesse and is in evidence across all product groups. Walking Acts and attractive special features, e.g. the Walt Disney Company, all add to the experience. The Spielwarenmesse is building on its long-term partnership with the International Licensing Industry Merchandisers' Association (LIMA) and has included a new offer for all LIMA members: the LicensePreview. Major studios such as CPLG (Paramount Pictures), Fox Consumer Products and NBC Universal are seizing the opportunity to invite selected business partners to an exclusive preview of the latest themes and properties. LIMA's stand in the foyer of Hall 12.0 remains an important hub for everyone interested in licensing. Charles Riotto, President and CEO of LIMA, can be seen at the Toy Business Forum on 31 January, when he will be speaking about "Worldwide Trends in Licensing".

### **Expertise for everyday business**

On the first day of the fair, the knowledge forum in Hall 3A will also host other trend experts, sharing their insights on topics that will impact the future of the toy industry. On Thursday, the presentations will focus on digitalisation in the retail environment, with attention switching to "Multichannel" on the Friday. The presentations at the weekend will be devoted to buying and selling as well as creative marketing concepts. The free talks provide trade buyers with valuable knowledge for the daily running of their businesses and will be taking place every day from 1 pm to 3 pm. This will be followed with alternating appearances by TrendCommittee members Reyne Rice from the USA and Dr. Maria Costa from Spain who will shed more light on the trends for 2018.

### **First-hand information**

The revised app contains a comprehensive overview of the supporting programme and all other services provided by the Spielwarenmesse. Thanks to regularly updated content on the toy industry, it is a valuable companion throughout the year, giving on-site support and helping users plan ahead. The integrated online magazine "Spirit of Play" is a daily source of expert knowledge. The eponymous print edition, which appears in the run-up to the trade fair, is the biggest B2B toy magazine in the world and the only one to be distributed globally.



The year-round flow of information is rounded off with the fair's continuous presence on all conventional social media channels, whetting the appetite for the event itself – the international Spielwarenmesse.

Only in Nuremberg do retailers and buyers from all over the world experience the full diversity of this industry. In 2018, they will once again have the opportunity to complement their ranges with innovative products, to refresh their industry knowledge and to gain new ideas and impetus for the everyday running of their businesses.

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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