

## Spielwarenmesse creates new product group Electronic Toys

- Concept wins over leading manufacturers
- Trade visitors receive best possible guidance

In just a short space of time, technology and electronics have become a firmly established part of the toy sector. In direct response to the changing toy market, the 70<sup>th</sup> anniversary edition of the Spielwarenmesse (30.1.-3.2.2019) will see the introduction of a product group dedicated solely to “Electronic Toys”. This latest move means that innovative products from this pioneering segment will be exhibited in their very own hall for the first time.

The new category presents a diverse range of technological toys. Smart toys and virtual games will be found alongside construction sets for programmable robots, electronic educational toys, RC vehicles and drones. The product group will be hosted in Hall 4A. The foundation for the new segment was laid by the popular Tech2Play activity area. Since its premiere in 2017, it has evolved into a major highlight for visitors. This year, exhibitors will once again have the opportunity to present their innovations in this second space.

Ernst Kick, CEO of the Spielwarenmesse, sees the introduction of a dedicated product group for electronic toys as an important step forward: “The number of exhibitors in this sector is continually on the rise. By establishing this new area, we’re creating a bespoke and fitting environment for them.” This decision also enables the Spielwarenmesse team to respond to growing demand among existing exhibitors for a larger stand area. The new concept has already been warmly welcomed by many reputed companies. Besides Silverlit from Hong Kong and the Austrian Stadlbauer Group, German company Jamara is also moving to Hall 4A. Similarly, Spin Master, the globally operating toy maker from Canada, has been exhibiting its innovations in three different product groups but is now switching to a single location in the Electronic Toys category.

This latest move has several benefits for buyers and retailers. The new category helps them navigate the technology and electronics segment more

easily. It will also enable trade visitors to explore the latest electronic toys from leading manufacturers and dynamic start-ups in a single hall. Finally, the short routes between exhibitors will generate considerable time-savings for visitors.

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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 2,900 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 71,000 buyers and toy traders from over 125 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013.

Fair dates: Spielwarenmesse®, Wednesday to Sunday, 30 Jan – 3 Feb 2019