

Big stage for licences at the Spielwarenmesse 2019

- New feature: LicenseTalks at the Toy Business Forum
- Continued success: LIMA stand and LicensePreview

Licences have long been a firm feature of the Spielwarenmesse. From 30 January to 3 February 2019, they will be ubiquitous at the exhibition centre in Nuremberg – as products and as part of advertising and communication campaigns. The various offerings target different groups in the licensing industry who come to Nuremberg from all over the world to identify market changes and to discover innovations. The LicenseTalks are a new addition to the programme of events.

Experts in conversation

The expert panels are scheduled to take place at the Toy Business Forum in Hall 3A on the first three days of the fair. From 10.30 am to 11.30 am every day, specialists from the licensing industry will speak about current themes and unveil global trends. On Wednesday, leading voices from the International Licensing Industry Merchandisers' Association (LIMA) will shed light on licensing basics and provide a market overview. A day later, the spotlight will fall on "Toys, Technology and Licensing" with Sam Ferguson, VP Global Licensing, Jazwares, among the speakers. Friday's focus will be on "The Influence of Entertainment in the Toy Industry", featuring Sebastian Seppelt (Senior Manager Licensing GSA, Nickelodeon/Viacom Consumer Products), Joachim Knoedler (Managing Director Central Europe, CPLG) and Werner Lenzner (Manager Licensing and Strategic Development, Simba Dickie Group). The LicenseTalks are supported by LIMA and the License Global Magazine. The full programme of events is available at: www.spielwarenmesse.de/en/licenses.

Continuing the partnership

The collaboration with the international licensing association has been in place for the past three years and is long-term in nature. Providing licensors and licensees with a central point of contact, LIMA will once again have its own stand at the Spielwarenmesse in the foyer of Hall 12.0. Moreover, LIMA's members will have the opportunity to present their latest licences to selected

business contacts in the exclusive setting of the LicensePreview. The previews take place in separate, suitably equipped rooms at the exhibition centre. Major studios such as NBC Universal and Nickelodeon have already booked slots.

Overviews and eye-catchers

The Spielwarenmesse provides a comprehensive overview of the licensing field on an international scale. Exhibitors have access to an extensive range of licensing-related marketing and presentation opportunities. Staircase advertising, banners and special displays are an effective way of attracting plenty of attention whilst well-known walking acts represent popular motifs for selfies. Visitors can use the LicenseGuide to locate the licensed products on show both quickly and easily. Available from 13 December at www.spielwarenmesse.de/en/licenseguide, the guide contains information about exhibitors with licensing portfolios, their products and location at the fair. Ernst Kick, CEO of Spielwarenmesse eG, states: "Licences are closely entwined with the Spielwarenmesse, which is why we're happy to give them a sufficiently wide stage and disseminate information and expertise in this field."

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Note for editors: Reprint free of charge. Images are available at 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 organized 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 date: Spielwarenmesse®, Wednesday to Sunday, 30 Jan – 3 Feb 2019