

Spielwarenmesse celebrates its 70th anniversary with a big party

- ToyFestival in Hall 3C for all attendees
- 21 exhibitors appearing since 1950

This year's Spielwarenmesse marks a very special occasion. From 30 January to 3 February 2019, the world's most significant industry event is opening its doors for the 70th time. Over the past seven decades, exhibitors, visitors and organisers have all experienced many highlights. A total of 21 companies have been showing at the fair since its earliest beginnings. The Spielwarenmesse is seizing this unique opportunity to thank all participants for their loyalty over the years by throwing a big party on the Thursday evening.

Invitation to the industry

Commenting on the forthcoming event, Ernst Kick, CEO of Spielwarenmesse eG, states: "We see our 70th anniversary as an opportunity to say thank you to the industry. At the ToyFestival, we'll all raise a toast to the event and this special occasion." The party starts at 6 pm on Thursday, 31 January, straight after the fair. Hall 3C has been chosen as the prestigious venue. The guests can look forward to a relaxed get-together with musical entertainment and a delicious spread. The ToyFestival is the perfect occasion for meeting old friends and colleagues and for forging new contacts. Everyone at the fair – both long-standing participants and first-time visitors – are warmly invited to attend. Admission is free on presentation of a valid exhibition ticket. Prior booking is not required.

A distinguished history

The best ideas are created in a communicative environment. This was certainly true in 1949 when four entrepreneurs, who had vision and were not afraid to take risks, decided to establish a toy fair in Nuremberg. "A year later, the first German Toy Trade Fair opened for business, featuring 351 exhibitors and 4,321 buyers. And it wasn't long before the fair became more international. The rocking horse logo has been synonymous with our world-leading toy fair ever since the second German Toy Fair," explains Ernst Kick, describing some of the milestones in its long history. In 2002, Mr Kick became the fourth CEO to steer

the fortunes of Spielwarenmesse eG. Under his leadership, concepts tailored to the Spielwarenmesse's target groups have been created and implemented, new halls have been built and filled, products groups have been adapted to changing market conditions, special areas have been set up and an on-trend supporting programme introduced. Every exhibition brings new challenges.

Exhibiting from the start

The dynamism and pace of change in the world of trade and industry is all too familiar to 21 of the companies exhibiting at the Spielwarenmesse. Appearing every year without fail and meeting their customers in Nuremberg from all over the world, the following companies are taking part in the trade fair for the 70th time: Peter Bausch, Beli-Beco, Gebr. Faller, Ferbedo, Haba – Habermaass, Heless, Teddy-Hermann, J. A. Huck, Käthe Kruse, Loquai-Holzkunst, Gebr. Märklin & Cie., Edwin Mieg, Rathgeber, Ravensburger Spieleverlag, Rolly Toys, J.G. Schrödel, Sieper, Sigikid, Tinti, Carl Weible and Wiking Modellbau. Their loyalty over the decades will be honoured at a special ceremony staged by the organiser. Ernst Kick: "Not only theirs but also the solidarity of our other long-standing exhibitors spurs us on in our endeavour to perpetuate the success of the Spielwarenmesse long into the future."

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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

70 Years of the Spielwarenmesse – Milestones

1949

Four far-sighted entrepreneurs decide to establish a German trade fair exclusively for toys in Nuremberg: Carl Ehmann (Märklin), Ernst Theodor Horn (Managing Director of Arbeitsgemeinschaft Spielwarenindustrie), Arno Drottboom (Director of VEDES), Hans Mangold (GAMA).

1950

Germany's Minister for Economic Affairs, Ludwig Erhard, opens the first German Toy Fair in Nuremberg (in and around Wieseler Haus). From 12 to 18 March 1950, 351 companies exhibit to an audience of 4,300 buyers. Following a successful debut, the exhibition committee and 46 firms establish a cooperative. The members of the management board: Ernst Theodor Horn and Fritz Drescher. Max Scheerer is appointed Chairman of the Supervisory Board.

1951

The rocking horse replaces Nuremberg's city tower as an emblem. Adapted over the years, it is still the Spielwarenmesse logo to this day.

1957

The number of buyers at the fair totals 11,500, smashing the 10,000 barrier.

1958

The name is changed from German Toy Fair to International Toy Fair Nürnberg. 60 foreign companies are immediately recruited, bringing the overall total to 830 exhibitors. The number of foreign companies doubles the following year and subsequently continues to grow. A third of the 12,000 visitors wend their way to Germany from abroad.

1959

Emil Franke succeeds Max Scheerer as Chairman of the Supervisory Board.

1962

Kurt Hausser succeeds Emil Franke as Chairman of the Supervisory Board.

1963

The organisers support the toy fair exhibitors with the first-ever Press Innovation Show. The media event becomes a regular feature in the years that follow – and later becomes known as the "PressPreview".

1966

After expanding into the newly erected exhibition halls and lightweight halls, and following the construction of the Europa building, all available capacities are completely exhausted in and around the exhibition site near the city park.

1970

Hans-Otto Steiff succeeds Kurt Hausser as Chairman of the Supervisory Board.

1973

The International Toy Fair moves into the newly built exhibition centre in Nuremberg-Langwasser. The exhibition area climbs to 52,000m², offering enough space to organise the companies in product groups for the first time.

1974

Dr. Benno Korbmacher – Managing Director of the German Toy Industry Association (DVSI) assumes the role of Managing Director of Spielwarenmesse eG. Fritz Drescher leaves his position as Director but stays on as a consultant to Spielwarenmesse eG until 1976.

1977

Visitor levels cross the 30,000 threshold for the first time. 1,567 toy manufacturers show their wares at the fair, turning Nuremberg into the "Mecca" of the toy industry.

1988

Dieter Hahne succeeds Hans-Otto Steiff as Chairman of the Supervisory Board.

1989

The Spielwarenmesse celebrates its 40th anniversary. To mark the occasion, the company has 100 commemorative coins minted in silver. The fair is opened by Bavaria's Minister-President Max Streibl.

1991

The Spielwarenmesse becomes increasingly international, and the number of exhibitors exceeds the 2,000 mark: 938 of the 2,078 companies are from abroad. Of the 51,140 visitors, 15,737 come to the fair from outside Germany.

1996

Dr. Benno Korbmacher withdraws from the management of Spielwarenmesse eG. Gerd Bise is appointed Chairman of the Management Board, taking over the helm of Spielwarenmesse eG.

1997

The event name is changed to Spielwarenmesse International Toy Fair Nürnberg.

1998

An innovative permanent stand concept in Hall 12.2 adds a totally new quality of stand design. Around 30 international companies, including world-renowned brand leaders, rent the stand space all year round. Peter Walter succeeds Dieter Hahne as Chairman of the Supervisory Board.

1999

The Spielwarenmesse International Toy Fair Nürnberg celebrates its 50th anniversary. To mark the occasion, it publishes the book "50 Years of the International Toy Fair Nürnberg. A History of Success."

2002

Gerd Bise withdraws from the management of the toy fair. In December, Ernst Kick is appointed spokesman to the Management Board of Spielwarenmesse eG and in June of the following year, he assumes his new role as CEO. Under his leadership, the company continues to professionalise the organisation whilst developing the fair's leading and guiding role. Volker Sieper succeeds Peter Walter as Chairman of the Supervisory Board.

2003

The Spielwarenmesse creates added value for visitors by establishing a trade-orientated presentation of special themes in dedicated activity areas.

2004

The innovation offensive is launched with the introduction of the InnovationCenter showcasing new products, and the presentation of the ToyAwards, the Spielwarenmesse awards for the most innovative ideas.

2009

The Spielwarenmesse International Toy Fair celebrates its 60th anniversary. Chancellor Dr. Angela Merkel opens the fair.

2012

Hans Ulrich Remfert succeeds Volker Sieper as Chairman of the Supervisory Board.

2013

The term "Spielwarenmesse" is listed as a registered brand by the German Patent and Trademark Office.

2014

Hall 3A opens, featuring a new special show (TrendGallery) and trend presentations. Inclusion of the Toy Business Forum.

2018

Axel Kaldenhoven succeeds Hans Ulrich Remfert as Chairman of the Supervisory Board.

2019

The Spielwarenmesse celebrates its 70th anniversary. The product groups are restructured to reflect changes in the market.

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