



National pavilions at the Spielwarenmesse: latest recruit Ukraine flies the flag

They provide exhibitors with a good entry point to the market and retailers with a rapid overview: they are the International Pavilions at the Spielwarenmesse. A total of 15 countries will be presenting in different pavilions from 1 to 5 February at the Nuremberg exhibition centre. New recruits – and hence represented for the first time – are France, Uzbekistan and Ukraine.

“We are really pleased at the large number of shared stands, and especially at the example set by exhibitors from Ukraine at this difficult time,” says Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG. Six exhibitors will be showing their colours here. In total, 259 businesses will be taking part on the International Pavilions, which already have a long tradition. Many nations have been represented here for several years and contribute to the highly international nature of the event.

The Spielwarenmesse offers participants in the national pavilions the opportunity to present their businesses and products in a compact way at the world’s leading fair for the toy sector. In this they are ably assisted by the Spielwarenmesse team who bundle together a full-service package with skilled support for newcomers and experienced exhibitors alike. This all-inclusive package includes a prepared stand with all basic equipment and extends from initial planning to organisational and marketing services and personal support at the fair.

Overview of participating countries and locations of the national pavilions:

Australia	Hall 12.0
China	Hall 11.0
Czech Republic	Hall 3A
France	Hall 12.0
Georgia	Hall 3A
Hong Kong	Halls 12.0 and 4A



India	Hall 11.0
Japan	Hall 6
Spain	Foyer NCC West
Taiwan	Halls 11.0, 2 and 5
Thailand	Hall 11.0
UK	Hall 12.0
Ukraine	Hall 3
USA	Hall 12.0
Uzbekistan	Hall 7

Those who are interested can find further information about the national pavilions on the web page www.spielwarenmesse.de/en/international-pavilions.

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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®

The trade fair and marketing services provider Spielwarenmesse eG is the organiser of the Spielwarenmesse® – the leading international trade fair for toys, hobbies and leisure. This B2B fair creates a comprehensive communication and ordering platform for national and international exhibitors. Its presentation of innovations and comprehensive overview of the industry represent a valuable pool of information for specialist retailers from around the world, guiding them through the market every year. A new addition for 2022 is the multifunctional platform Spielwarenmesse Digital, as a complementary service to the Spielwarenmesse. Since 2013, the term Spielwarenmesse® has also been a protected word mark in Germany.

Fair date: Spielwarenmesse®, Wednesday to Sunday, 1 – 5 Feb 2023