

Spielwarenmesse eG becomes a sponsoring member of Fair Toys Organisation

Spielwarenmesse eG has become the latest sponsoring member of the **Fair Toys Organisation (FTO)**. The FTO was set up in 2020 as a multi-stakeholder initiative for the improvement of social and environmental standards in the toy industry's supply chain. Longstanding and well-known exhibitors at the Spielwarenmesse such as Haba, Heunec, Sigikid and Zapf Creation were among the founding members. "The Supply Chain Duty of Care Act involves all businesses in that duty of care," explains Maik Pflaum, FTO Director, Head of the Overseas Division at the Romero Initiative and Nuremberg city councillor. "The Fair Toys Organisation offers ways in which companies can meet their obligations. Spielwarenmesse eG is an important intermediary in the industry in this regard."

The first steps in this collaboration between the two Nuremberg-based partners were taken at this year's Spielwarenmesse trade fair, at which the FTO was represented with its own stand for the first time. "Through our sponsoring membership, we are pleased to support transparency in social affairs and sustainability, which should be a given for employers across the world," says Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG. The aim of FTO members, which represent the toy industry and civil society, is to award a credible seal of approval based on a review process for companies that behave responsibly across the board. "We are delighted that in joining us, Spielwarenmesse eG is sending the toy industry a clear signal on the duty of care under human rights law," concludes Helga Riedl, FTO Director, Nuremberg city representative, Nuremberg Fair Toys Confederation.

Image material on the launch of the sponsoring membership, including all of the individuals quoted, is available in the Media Center at www.spielwarenmesse-eg.de/media.

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Spielwarenmesse eG

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg-based company organizes the world-leading **Spielwarenmesse®**

in Nuremberg, complemented by the services available on **Spielwarenmesse® Digital**. Its range also includes the **Internationale Spieltage SPIEL** gaming event in Essen, **Kids India** in Mumbai and the **Insights-X** in Nuremberg. Expanded coverage of the topic of licensing and collaborations comes with **BRANDmate** in Offenbach. The range of services provided by the cooperative also includes industry campaigns and the international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit at pavilions featured at trade fairs in Asia and the USA. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. In addition, its subsidiary Spielwarenmesse Shanghai Co., Ltd. is responsible for the People's Republic of China. Its **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be found on the Internet at www.spielwarenmesse-eg.com.