

## Spielwarenmesse eG at the start of the B2Run company event

On Tuesday 25 July, 17 sports enthusiasts from the staff of **Spielwarenmesse eG** swapped their office-wear and laptops for activity shirts and running shoes. In comfortable temperatures, they were taking part in the **B2Run** company event in Nuremberg. After covering 5.8 kilometres around the Dutzendteich area, they were cheered to the finishing line in the Max-Morlock Stadium by colleagues who had previously been encouraging them along the route.

Taking part in the B2Run event is part of the Partnership's Corporate Social Responsibility programme. As Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG, points out, "For our employees, alongside the notion of teambuilding, this event highlights enjoyment of sport." In the run-up to the event, the company offered a 10-week training programme with practical tips from a professional running coach, so that all participants were fully prepared on the day.

You can find images from the B2Run event at [www.spielwarenmesse-eg.de/media](http://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. It also has several subsidiaries, including Spielwarenmesse Shanghai Co., Ltd., responsible for the People's Republic of China and Spielwarenmesse India Pvt. Ltd., covering the Indian market. The complete company profile of Spielwarenmesse eG can be found on the Internet at [www.spielwarenmesse-eg.com](http://www.spielwarenmesse-eg.com).