



Nuremberg 30 Jan – 3 Feb 2024

Specials by Spielwarenmesse, a source of personal inspiration

- New highlights: LicenseLounge and model action area
- Target-group specific topic worlds for the trade audience

Innovations, inspiration and market expertise – the Spielwarenmesse represents a perfect overview of the sector. At the world's leading trade fair from 30 January to 3 February, the key themes of the coming business year will once again be on show. Trade visitors can expect all manner of inspiration for their own individual range selections. A visit to the Spielwarenmesse Specials is worthwhile, too. Alongside the already familiar special areas – the Insights-X Area, New Product Gallery, StartupArea and Toy Business Forum – two new areas are also ready for launch: the LicenseLounge and an action area with product presentations in the Model Railways and Model Construction area. The Toys go Green theme world will also be there again.

Multiple ideas for everyone's product range

The theme-related special areas bring product ideas to life and provide opportunities for discovery. "As an international trade fair, we aim to give the trade access to selected topics in concentrated form and flag up market opportunities," explains Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG. Toys go Green in Hall 2, for example, will be focusing again on sustainable toys. In the case of both the New Product Gallery and the StartupArea the name says it all, with German and international businesses presenting their product innovations for tomorrow in Hall 3A. The nominees and winners of the ToyAward will be on display here, too. Meanwhile, in Hall 4 the Insights-X Area – named after the eponymous trade fair – will be showing products and information relating to the stationery sector and the field of back-to-school products. In the Model Railways and Model Construction section, a new 'Special' with an action area and presentation of innovations will be springing up in Hall 7A, allowing everyone with an interest to experience the products in action.



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Groundbreaking expertise

Licensed toys offer plenty of potential and are therefore another major topic at the Spielwarenmesse. A focal meeting point is the new LicenseLounge in Hall 12.0. The area, provided in collaboration with BRANDmate, Licensing International and Licensing Magazine, embodies a networking area and the LicenseTalks for the latest in licensing expertise and the opportunity to talk to experts. The Toy Business Forum in Hall 3A, meanwhile, is the right destination for presentations by top speakers with the latest retail knowledge. On the programme are profit-enhancing presentations on current issues in retail, covering the topics of trend developments in toys, sustainability, artificial intelligence and digitalisation. Present once again will be the product group 'Services for Trade and Industry'. In Hall 7, suppliers of marketing services, packaging, cash and commerce systems, for example, as well as testing institutes, will be exhibiting their latest ideas for a successful working day in business.

Images are available at www.spielwarenmesse.de/media.

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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 offer 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®, Tuesday to Saturday, 30 Jan – 3 Feb 2024