

## Matchmaking for BRANDmania at the Zeche Zollverein has begun

Excitement is building for **BRANDmania** on **24 and 25 June** in Essen! This B2B networking event will once again bring together leading figures from the worlds of licensing, branding and retail against the extraordinary industrial backdrop of the UNESCO World Heritage site Zeche Zollverein. A diverse event format focuses on exchange, expertise and experience, complemented by an inspiring stage programme. The **matchmaking function** is now live on the official [event website](#). So now's the time to make connections and arrange meetings!

Six weeks before the event, all BRANDmania participants will therefore be granted access to the platform to explore company profiles, make contacts and schedule one-to-one meetings. All events will be automatically saved to your personal calendar and will be available both online and as a downloadable file. "With the matchmaking tool, we are laying the foundations for efficient networking and successful collaborations," emphasises Katrin Störr, Head of BRANDmania.

We ask all members of the media to register [here](#) in advance of **BRANDmania**.

Images are available at [www.spielwarenmesse-group.com/media](http://www.spielwarenmesse-group.com/media).

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### About BRANDmania

BRANDmania is a B2B networking event in the field of brand collaborations, partnerships and licensing, which aims to bring together companies, brands and potential collaborative partners from different sectors. BRANDmania will take place on 24 and 25 June 2026 at the Grand Hall at the disused coal mine Zeche Zollverein in Essen.

### Spielwarenmesse eG

The multifaceted positioning and international orientation of Spielwarenmesse eG is representative of the toy sector and other consumer goods markets. With its legal structure as a cooperative, the business is unique among trade fair companies and is highly successful. Its 60-member team operates from the 'ToyCity' of Nuremberg and is supported by representatives in over 100 countries. Its portfolio includes two major global fairs: the **Spielwarenmesse** in Nuremberg is the lead international event for the B2B sector, as is **SPIEL** in Essen for the B2C field. To these can be added **Kids India** in Mumbai and the **World of Toys by Spielwarenmesse** trade fair programme, which opens up new markets for manufacturers through joint activities in **Hong Kong, Tokyo** and **New York**. The Company's own subsidiaries in the key locations of **China** and **India** ensure that appropriate expertise is available locally. With its accumulated knowledge and global network, the trade fair producer is becoming an ever stronger initiator and groundbreaker in the industry's issues and trends. The most recent example of this is **BRANDmania** in Essen, which casts an unconventional and future-directed spotlight on the topic of licensing and partnerships. With its combination of events and online activities, Spielwarenmesse eG ([www.spielwarenmesse-group.com](http://www.spielwarenmesse-group.com)) is active all year round.