

World of Toys: International presence from Asia to North America

The **World of Toys** programme organised by Spielwarenmesse eG continues to gain momentum, offering international manufacturers attractive opportunities to tap into new markets in the second half of the year as well. The next stop is the **Tokyo Toy Show** at the end of August, featuring an international shared stand in a new, prominent location. Preparations are already underway for the pavilions at the **Hong Kong Toys & Games Fair** from **11 to 14 January 2027** and at the **Toy Fair New York** from **20 to 23 February 2027**.

The Tokyo Toy Show kicks things off: the Japanese toy market is one of the most dynamic in the Asia-Pacific region, and the World of Toys programme organised by Spielwarenmesse eG facilitates a straightforward market entry. From 27 to 30 August, 17 companies from five countries are set to utilise the 180 m² World of Toys Pavilion to forge new business contacts at the Tokyo Big Sight exhibition centre – including, for the first time, companies from South Africa and Germany. The pavilion benefits from a new, prominent location on the upper floor, in the immediate vicinity of the Japanese ToyAward area.

The next stops on the World of Toys programme have also been confirmed. International companies have already registered for the World of Toys Pavilion at the Hong Kong Toys & Games Fair from 11 to 14 January 2027 – including Smart Toys and Games from Belgium and Pilsan from Turkey. Registration remains open until 15 September. The World of Toys Pavilion will then return to Level 3 of the Jacob K. Javits Convention Centre at the Toy Fair New York from 20 to 23 February 2027, with a more central location in the immediate vicinity of the press centre and conference area. As the world's largest toy market, North America offers considerable opportunities for expansion for international companies. Registration opens on 14 July, with the deadline for applications at the end of September. All World of Toys exhibitors will receive a comprehensive, all-inclusive package featuring a turnkey stand, marketing initiatives and personalised support before, during and after the fair.

Press Ticker

Full details of the World of Toys programme by Spielwarenmesse eG can be found at www.spielwarenmesse-group.com/en/world-of-toys.

Images are available at www.spielwarenmesse-group.com/media .

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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) is active all year round.