

Double licensing power: BRANDmania and Licensing International Germany seek the best in the industry

Continuation of a successful collaboration: **BRANDmania** and **Licensing International Germany** are entering the second round with the "Licensing Awards Germany 2026". As part of the Licensing Summit, the best achievements in the licensing industry will once again be honoured on 26 November in Munich. One of the nine categories is the **BRANDbaby Award**, which recognises outstanding brand alliances that originated at BRANDmania – the European B2B festival for collaborations and licensing.

The inaugural BRANDbaby Award went last year to Barbie x Condor. For 2026, exceptional collaborations are once again being sought – from innovative products to creative concepts and attention-grabbing activations. "The BRANDbaby Award highlights the potential that lies in the encounters at BRANDmania. We want to bring the success stories of these special brand partnerships onto a major stage," says Katrin Störr, Head of BRANDmania.

The other categories are "Licensing Product of the Year" (Hardlines / Softlines / FMCG / Publishing, Games & Location Based Entertainment), "Licensing Brand of the Year" (Entertainment / Corporate & Lifestyle / Sports & Celebrity) and the "Retail Loves Licensing Award". An independent expert jury of industry specialists assesses the entries against criteria such as innovation, brand fit, activation and measurable success. Petra Strobl, Managing Director of Licensing International Germany, adds: "With the Licensing Awards Germany we want to highlight the economic importance of the licensing business, make the industry's achievements visible and give successful projects a platform."

Interested parties can apply for the Licensing Awards Germany 2026 [here](#) until 15 October. Participation is free of charge.

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

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Spielwarenmesse Group

Versatile and internationally oriented: **Spielwarenmesse Group** brings together all the international activities of **Spielwarenmesse eG** under one corporate brand. Portfolio highlights for the toy industry and other consumer goods markets include two world-leading trade fairs: **Spielwarenmesse** in Nuremberg is the leading international event for the B2B sector, as is **SPIEL** in Essen for the B2C field. Also part of the portfolio are **BRANDmania** – Europe's largest B2B networking festival for licences and collaborations in Essen – and the exhibition programme **World of Toys by Spielwarenmesse**, which opens up new markets for manufacturers through joint activities in **Hong Kong, Tokyo** and **New York**. The portfolio also includes **Kids India** as a stand-alone event in Mumbai. Subsidiaries in key locations in both **China** and **India** provide the relevant local expertise in their respective countries. With its concentrated know-how and global network, the organiser is a catalyst for the industry and trend scouts. The 60-member team operates from "ToyCity" Nuremberg and is supported by representatives in over 100 countries. Through both events and online activities, Spielwarenmesse Group is active all year round (www.spielwarenmesse-group.com).