

Spielwarenmesse successful in Tokyo with World of Toys

Opening up new markets, making contacts, gaining visibility: this is exactly what the **World of Toys Pavilion** by Spielwarenmesse Group once again enabled this year at the **Tokyo Toy Show**. Thirteen exhibitors from five countries took the opportunity to present themselves and their products to the Japanese market. Alongside returning participants from the previous year, there were new faces too – including, for the first time, an exhibitor from South Africa. Organised by the Japan Toy Association, the fair took place from 27 to 30 August at Tokyo Big Sight – with two days each for trade visitors and consumers. In total, around 77,000 people – including just under 17,000 trade visitors – explored current product trends and new products from around the world.

The strong response on site is also reflected in the exhibitors' feedback. For Daniel Sutcliffe of The Bean People from South Africa, participation certainly paid off: "We were able to get great exposure and the World of Toys Pavilion definitely helped us to stand out at this loud and energetic show. What's more, the support we received from the Spielwarenmesse Team was superb!" A similar view is shared by Andrew Mancus of ZURU, who took part again – he too praised the clear communication and excellent support. Beyond this, exhibitors benefit from a full-service package that covers everything from organising the stand to connecting them with competent local service partners.

At the start of 2027, the Spielwarenmesse Group will continue its international trade fair programme in Hong Kong: from 11 to 14 January, the World of Toys Pavilion will stop at the Hong Kong Toys & Games Fair. Registration is open at www.spielwarenmesse-group.com/en/world-of-toys/hongkong. Toy Fair New York follows from 20 to 23 February – registration for the joint stand is already underway here as well. All information can be found at www.spielwarenmesse-group.com/en/world-of-toys/new-york.

Images are available at www.world-of-toys.org/media.

1 September 2026 – aw

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).