

### World of Toys: Presence in Hong Kong and New York

The **International Pavilions by Spielwarenmesse Group** continue to offer companies attractive opportunities in 2027, perfect for entering new, international markets and establishing valuable business contacts. At the start of the year, two major international industry events are on the calendar: the **Hong Kong Toys & Games Fair** from January 11–14 and **Toy Fair New York** from February 20–23. Registration is still open for both events.

Companies from four different countries have already registered for the International Pavilion at the Hong Kong Toys & Games Fair, including Smart Toys and Games from Belgium, Pilsan from Turkey and Micro Mobility Systems AG from Switzerland. These companies are using the shared booth to showcase their products to an international trade audience and expand their presence in the Asian market. In addition to a professional exhibition space, participation also includes organisational support from the team at Spielwarenmesse Group.

The international pavilion will also return to Toy Fair New York next year. The pavilion will be located on Level 3 of the Jacob K. Javits Convention Center from February 20 to 23, 2027, in a central location near the Press Center and conference area. At the last edition, more than 9,000 trade visitors from 76 countries attended the fair. Participating companies benefit from a turnkey booth, additional marketing initiatives, and exposure in the official trade show media. Participation is available for booths starting at 9 m<sup>2</sup>.

The registration deadline for both programs has been extended to October 9, 2026. Interested companies can register via the official [website](#).

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