

## Successful Spielwarenmesse World of Toys premiere in New York

It was a successful start for Spielwarenmesse eG: from 30 September to 3 October, the Nuremberg-based fair organiser and marketing service provider was represented at the New York Toy Fair with a World of Toys Pavilion. 17 exhibitors from eleven countries took advantage of the all-inclusive package offered by Spielwarenmesse eG in the Jacob K. Javits Convention Center.

The easy accessibility to the North American market was widely praised: "The Toy Fair is an excellent opportunity to showcase us and our products on the biggest toy market in the world. Thanks to the cooperation with Spielwarenmesse eG, the preparation was easy and convenient," says a delighted Thomas Pfau, CEO at soft toy manufacturer Nici. "Our participation in the Toy Fair under the wing of Spielwarenmesse offered us several advantages, such as a prime location and visibility," adds Ive Meermans, Sales and Marketing Manager of Scoot & Ride Vertriebs GmbH. The owner of compacToys, Sutepan Ganendiran, is also very satisfied with the fair: "The joint pavilion allowed us to meet our American contacts in person and lay the foundation for future business."

Due to a change of date to the beginning of the year, the New York Toy Fair will not take place again until 2025. The next opportunity for toy companies to participate in the World of Toys programme of Spielwarenmesse eG will be at the beginning of 2024. From 8 to 11 January, the Hong Kong Toys & Games Fair will offer interested toy companies the chance to present themselves and their products in the Asian region. The joint stand comprises six exhibitors with a total area of 170 m<sup>2</sup>. [Registration](#) is still possible.

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

5 October 2023 – seb

### Spielwarenmesse eG

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg-based company organizes the world-leading **Spielwarenmesse®** in Nuremberg, complemented by the services available on **Spielwarenmesse® Digital**. Its range also includes the **Internationale Spieltage SPIEL** gaming event in Essen, **Kids India** in Mumbai and the **Insights-X** in Nuremberg. Expanded coverage of the topic of licensing and collaborations comes with **BRANDmate** in Offenbach. The range of services provided by the cooperative also includes industry campaigns and the



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international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit at pavilions featured at trade fairs in Asia and the USA. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. It also has several subsidiaries, including Spielwarenmesse Shanghai Co., Ltd., responsible for the People's Republic of China and Spielwarenmesse India Pvt. Ltd., covering the Indian market. The complete company profile of Spielwarenmesse eG can be found on the Internet at [www.spielwarenmesse-eg.com](http://www.spielwarenmesse-eg.com).