

Spielwarenmesse eG extends all board members' contracts in advance

In this, the 75th year in the life of Spielwarenmesse eG, there are double grounds for celebration: the Supervisory Board has unanimously extended the contracts of the Executive Board members Florian Hess, Jens Pflüger and Christian Ulrich in advance by a further five years. Since July 2021 the trio has jointly managed the internationally operating partnership with its varied portfolio of events, which includes the world-beating trade fairs Spielwarenmesse in Nuremberg and SPIEL in Essen as well as a global network in the toy sector and in the market for licensed products.

"This decision is an expression of our unqualified confidence in the outstanding work and sustained strategic direction of our business, which has advanced significantly under the Executive Board's leadership," said Supervisory Board Chair Axel Kaldenhoven by way of explanation. On behalf of the entire Supervisory Board, he expressed his warm thanks to Hess, Pflüger and Ulrich for their cooperation over the past few years and looked forward to continuing to work with them on the company's path of success.

The members of the Executive Board at Spielwarenmesse eG come from the company's own ranks and have many years of experience in the sector. Christian Ulrich, as Board Spokesperson, is responsible for marketing, public relations as well as new business areas, Florian Hess directs sales and event organisation, while Jens Pflüger looks after the areas of finance, HR and digitalisation. "We are grateful for the confidence you have shown and will continue to do all we can to make a real contribution to the positive development of the company and of the industry," promised Ulrich. The next milestone will be the 75th Spielwarenmesse, which takes place from 27 to 31 January 2026.

Recent images of the Executive Board at Spielwarenmesse eG can be found here: www.spielwarenmesse-eg.de/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-eg.de) is active all year round.