

Successful premiere: First BRANDbaby Award goes to Barbie x Condor

Happy winners: as part of the Licensing Summit, the annual event organised by Licensing International Germany, the Licensing Awards were presented for the first time in a new format and in cooperation with BRANDmania on Thursday in Munich. Katrin Störr, Head of BRANDmania, presented the award for 'BRANDbaby of the Year 2025' to Condor x Barbie. The 'BRANDbabies' are the outcomes and success story of two brands that originated at BRANDmania.

The Licensing Awards celebrate outstanding best practices in the licensing sector in a total of four categories. The 'Licensed Product of the Year' award went to the 'Wacken Edition' of Disney Consumer Products/Egmont Ehapa's 'Lustiges Taschenbuch' comic book series, while 'Bluey' from Studio 100 was named 'Licensing Theme of the Year'. The 'Retail Loves Licensing Award' went to Warner Bros. for 'Harry Potter x Thalia'. A jury of 16 industry professionals selected the winners from over 60 entries in an anonymous vote.

The next licensing highlights are just around the corner: LicenseLounge – powered by BRANDmania – will take place from 27 to 31 January 2026 at the Spielwarenmesse in Nuremberg and will surprise visitors with a new look. The next BRANDmania will invite visitors to Essen again next year, from 24 to 25 June 2026.

Images are available at www.spielwarenmesse-eg.de/media.

17 November 2025 – sw

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.