

World of Toys exhibitors delighted with the Hong Kong Toys & Games Fair

- Success at Asia's most important trade fair for toys
- International pavilion by Spielwarenmesse eG marks 10th anniversary

The Hong Kong Toys & Games Fair opened its doors at the Hong Kong Convention and Exhibition Centre from 8 to 11 January 2018. Taking place for the 44th time, the event attracted 2,100 exhibitors from 45 countries and regions who unveiled their products and innovations to around 49,000 visitors. Spielwarenmesse eG organised the World of Toys Pavilion for the tenth time. Showcasing 29 exhibitors from 13 countries, the roughly 500 m² area was fully booked. Given the positive response, the programme executed in cooperation with the Hong Kong Trade Development Council (HKTDC) will run again in 2019.

The exhibiting companies were delighted with their appearance at the pavilion, highlighting, among others, the excellent service they had received. Ernst Kick, CEO Spielwarenmesse eG, states: "The aim of the pavilion is to make participating in the fair as easy as possible for companies interested in exporting their products to Asia. This format is well-known and companies like to take advantage of it." The exhibitors particularly appreciate the support provided by the World of Toys team. Brandon Straub, Chief Operating Officer of TEGU, commented: "The fair was very well organised. The Spielwarenmesse team made it easy for us to focus on doing business, rather than worrying about the stand, set-up or anything else."

The international pavilion at the Hong Kong Toys & Games Fair is organised as part of the international fair programme known as World of Toys by Spielwarenmesse eG. This programme enables companies from the toy industry to take part in international pavilions at selected industry events in the Asia-Pacific region, Russia, India and the Near and Middle East. The next Hong Kong Toys & Games Fair takes place from 7 to 10 January 2019.

Further information on the World of Toys programme can be found on the website at www.world-of-toys.org.

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Spielwarenmesse eG

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg company organizes the world-leading **Spielwarenmesse®** in Nuremberg, **Kids India** in Mumbai, **Kids Turkey** in Istanbul and **Insights-X** in Nuremberg. The range of services provided by the cooperative also includes industry campaigns and the international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit at pavilions featured at trade fairs in Asia and Russia. 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, Spielwarenmesse India Pvt. Ltd., covering the Indian market and Spielwarenmesse Middle East Fuarçılık Ltd. Şti., which looks after Turkey, the Near East and the Middle East. The cooperative holds a major stake in the Russian exhibition company Grand Expo, which organizes **Kids Russia** in Moscow. **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be seen on the Internet at www.spielwarenmesse-eg.com