

Insights-X: Network of representatives simplifies participation

- Stationery expo has representatives in more than 50 countries
- Bookings exceed last year's interim levels

Providing personal consultation for exhibitors and visitors is a top priority for Insights-X. It is a key part of what makes this young and dynamic stationery expo so successful. So far, 231 companies, including a large number of firms from abroad, have already submitted their applications for the fourth edition of Insights-X, which is scheduled to run at Nuremberg's Exhibition Centre from 4 to 6 October 2018. To help international exhibitors and visitors prepare their time at the fair as efficiently as possible, Spielwarenmesse eG, the organiser of Insights-X, has built a network of 36 representatives, covering more than 50 countries, including the world's most important consumer goods markets.

These representatives are an important point of contact for both exhibitors and visitors. They provide the participating stationery companies with valuable support at home, guiding them through the registration process and helping them plan their appearance at the fair. Exhibitors benefit from the representatives' wealth of experience and knowledge in the trade-fair business. The close collaboration between the agents in their respective countries and the Insights-X team in Nuremberg ensures that the companies receive the individual support and expertise they need before, during and after the event.

Similarly, buyers and retailers can also approach their designated representatives with any questions relating to the expo. In response, they will receive valuable support and helpful advice on how to make the most of their visit to Insights-X. Commenting on the network, Ernst Kick, CEO of Spielwarenmesse eG, states: "Our international participants benefit hugely from having a contact in their own country because it enables them to communicate in their mother tongue. Our representatives make an important contribution to ensuring that our customers from abroad receive the best possible care and advice."

A list of international representatives and contacts can be found at www.insights-x.com/en/contact/representatives. Information on how to apply for the event is available at www.insights-x.com/en/exhibitors/application.

Press Release

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Insights-X – Your Stationery Expo

Insights-X is the industry trade fair for paper, office supplies and stationery. Held each year in October, the event brings together leading brand manufacturers and suppliers of every size in the Nuremberg Exhibition Centre. Buyers and specialist retailers can find an extensive product range for the office, school and home as well as creative and artistic materials. The next event will open its doors from 4 to 6 October 2018. Further information can be found online at www.insights-x.com.

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.