

### World of Toys by Spielwarenmesse eG at the Hong Kong Toys & Games Fair

- Trade fair in Hong Kong takes place from 7 to 10 January 2019
- Registrations now open for the Pavilion

Companies with an international focus can exhibit at the Hong Kong Toys & Games Fair at the Hong Kong Convention and Exhibition Centre both easily and conveniently. At the next edition from 7 to 10 January 2019, Spielwarenmesse eG is once again organising an international pavilion as part of its World of Toys scheme. The international fair programme at selected trade fairs helps companies to position themselves on the most important global markets, including the Asia-Pacific region, Russia, India and the Middle East, and to present their products in an international arena. The participating companies receive support both during the planning phase and at the event, benefitting from a wide range of services from stand construction to marketing. They are also assigned their own personal contact. These measures enable exhibitors to focus all their attention on the business aspects of the fair and on forging new and lasting contacts.

In 2018, the World of Toys Pavilion was organised for the tenth time at one of the most prolific toy fairs in Asia and proved to be a resounding success. Featuring 29 exhibitors from 13 countries, the roughly 500m<sup>2</sup> area was fully booked. The international fair programme World of Toys by Spielwarenmesse eG offers companies an all-round package right from the outset. Exhibitors see the professional support they receive as a central factor in their success at the fair. The extensive services include a complete exhibition stand with basic furnishings, a selection of service partners together with recommendations, announcements in the media published by the event organiser as well as marketing promotions in key trade publications.

Since its debut in 2009, the International Pavilion has seen steady growth and has gained in significance. Thanks to the high-exposure and attractive location of the World of Toys Pavilion in the trade fair's entrance hall, visitors are guaranteed to find their way straight to the stands. Bookings for the International Pavilion 2019 are now open until 31 August 2018 (inclusive).

Further information and booking forms for the World of Toys Pavilion at the Hong Kong Toys & Games Fair can be found at [www.world-of-toys.org/asia-pacific/hong-kong-toys-games-fair/](http://www.world-of-toys.org/asia-pacific/hong-kong-toys-games-fair/).

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Other trade fairs featuring a World of Toys Pavilion:

Kids India from 4 to 6 September 2018 in Mumbai

Kids Turkey from 4 to 7 October 2018 in Istanbul

Kids Russia from 12 to 14 March 2019 in Moscow

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Note for editors: Reprint free of charge. Images are available at [www.spielwarenmesse.de/media](http://www.spielwarenmesse.de/media). Please provide us with a voucher copy on publication.

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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 majority 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](http://www.spielwarenmesse-eg.com).