

### World of Toys Pavilion Hong Kong almost fully booked

- 475 m<sup>2</sup> Pavilion: 26 exhibitors from twelve countries
- Hong Kong Toys & Games Fair from 7 to 10 January 2019

With 26 registered exhibitors from 12 countries, the international World of Toys Pavilion at the Hong Kong Toys & Games Fair is almost fully booked. The Asian toy fair is due to open its doors at the Hong Kong Convention and Exhibition Centre from 7 to 10 January 2019. Organised by the Spielwarenmesse for the eleventh time, the Pavilion gives companies easy market access and is appreciated as a welcome service.

Hong Kong still has a strong attraction as a special economic zone and an international business hub, benefitting from a positive outlook in fields such as finance, trade and haulage. This is kindling interest among international companies, who are eyeing the possibility of exhibiting at the Hong Kong Toys & Games Fair. The trade fair also gives exhibitors access to the Asian economic area. Ernst Kick, CEO of Spielwarenmesse eG, comments: "The expansion of international distribution channels is playing an important role in the future plans of many enterprises. We established our World of Toys Programme to help companies take that first, often precarious step into new markets." Drawing on its vast experience as an exhibition organiser, Spielwarenmesse eG is the driving force behind the Pavilion. The exhibitors at the Pavilion are looked after by their contact from start to finish whilst benefitting from a comprehensive service package, which includes fair preparations, stand construction and a range of marketing services. The exposed location of the World of Toys Pavilion in the entrance foyer means that visitors simply cannot miss it.

The following exhibitors have registered for the Hong Kong Toys & Games Fair 2019:

<b>Company</b>	<b>Country</b>	<b>Stand no.</b>
BRUDER Spielwaren GmbH + Co. KG	Germany	1CON-051
Budi Basa HK Limited	Russian Federation	1CON-044
The Cool Tool GmbH	Austria	1CON-062
Dusyma Kindergartenbedarf GmbH	Germany	1CON-066
EBULOBO	France	1CON-054
Guidecraft	USA	1CON-055
Halilit Export (1974) Ltd.	Israel	1CON-081

Jacob Company	Belgium	1CON-059
LAP SRL Lavorazione Articoli Plastici	Italy	1CON-039
Lilliputiens	Belgium	1CON-079
MGS Plastik San Ve Tic. Ltd. Sti.	Turkey	1CON-037
Micro Mobility Systems AG	Switzerland	1CON-045
NOCH GmbH & Co. KG	Germany	1CON-046
Pasuto srl	Italy	1CON-056
Pilsan Plastik ve Oyuncak San.A.S ve Oyuncak San. A.S.	Turkey	1CON-071
PP Polesie JV, Ltd.	Belarus	1CON-065
Schäfer Toy Company GmbH	Germany	1CON-052
Scoot & Ride GmbH	Austria	1CON-068
SES Nederland B.V. SES Creative	Netherlands	1CON-042
Simm Spielwaren GmbH	Germany	1CON-061
SMART NV	Belgium	1CON-063
Spielwarenmesse eG	Germany	1CON-041
Taf Toys	Israel	1CON-057
Ucar Oyuncak San. Ve.Tic. Ltd. Sti.	Turkey	1CON-075
Edushape / Zitely Industries	Israel	1CON-083
ZUZU TOYS Oyuncak iml.ith.ihr.san. tic.ve ltd.sti	Turkey	1CON-064

More information on the World of Toys Programme by Spielwarenmesse eG can be found at [www.world-of-toys.org](http://www.world-of-toys.org).

Text length: 1,566 characters

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

8 November 2018 – sr

#### 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



Press Release

**Spielwarenmesse eG**

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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)

**Spielwarenmesse eG**  
Herderstraße 7  
90427 Nuremberg, Germany

**Press contact:**  
Scarlett Wisotzki

Tel.: +49 911 99813-33  
Fax +49 911 99813-833  
[presse@spielwarenmesse.de](mailto:presse@spielwarenmesse.de)