

World of Toys a success for international exhibitors

- 45th edition of Asian trade fair Hong Kong Toys & Games Fair
- Eleventh edition of the international pavilion by Spielwarenmesse eG

The Hong Kong Toys & Games Fair marks the beginning of the new toy season in Asia. Serving the Asia-Pacific region, the toy fair opened its doors at the Hong Kong Convention and Exhibition Centre from 7 to 10 January 2019. Spielwarenmesse eG organised the World of Toys Pavilion there for the eleventh time. Featuring 25 exhibitors from 12 countries, the roughly 500m² area was fully booked. Given the positive response to the programme, it will be continued in 2020 in collaboration with the Hong Kong Trade Development Council (HKTDC). The 45th event attracted around 51,000 visitors and 2,110 exhibitors from 42 countries and regions around the world.

Companies exhibiting at the Hong Kong Toys & Games Fair and the Pavilion were highly satisfied with the result, as Ernst Kick, CEO Spielwarenmesse eG, confirms: "Thanks to the Pavilion's exposed location in the foyer, high footfall is always guaranteed. Even the first day of the fair lived up to the expectations of our international participants. We're delighted that we were able to make such a positive contribution to their success." The package offered as part of the World of Toys Programme by Spielwarenmesse eG gives companies uncomplicated access to the Asian economic area and enables exhibitors to focus solely on expanding their business. Adeline Pavie, Sales Director of Lilliputiens Belgium, described the fair as a success: "We were participating within the World of Toys Pavilion to expand into the Asian market. The quality of visitors was very high, we met big European buyers and were able to tap into new countries and find new distributors."

The next Hong Kong Toys & Games Fair takes place from 6 to 9 January 2020. Further information on the World of Toys Programme can be found on the website at www.world-of-toys.org.

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Note for editors: Reprint free of charge. Images are available at www.world-of-toys.org/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 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 and Spielwarenmesse India Pvt. Ltd., covering the Indian market. 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.