

**First-class: Toy exhibition Spielwarenmesse and NürnbergMesse arrange early contract extension**

- Spielwarenmesse to continue in Nuremberg until at least 2028
- Global showpiece with major impact for metropolitan region

One game, three winners: Spielwarenmesse eG and NürnbergMesse GmbH have made an early agreement to extend their contract through to 2028. Ernst Kick, Chairman of Spielwarenmesse eG, sums up with satisfaction: "Our aspiration is to remain a leading trade fair in our sector, and the plans to develop the site and modernise the infrastructure will be a big help. That's why we are very keen to continue this arrangement that we know and trust." There are happy faces at NürnbergMesse too. CEO Dr Roland Fleck is pleased: "Nuremberg will continue to be the global capital for toys and games in the years to come." And for Fleck's fellow CEO Peter Ottmann, this has a number of simultaneous effects: "In our view, extending the contract is a threefold win – for Spielwarenmesse, for NürnbergMesse and for our customers in particular, in other words our exhibitors and trade visitors."

Spielwarenmesse, which marks its 70<sup>th</sup> anniversary this year, has been a fundamental showpiece for Nuremberg as a financial location and trade fair venue. Once a year since 1950, the event has provided a focus on toys, hobbies and leisure in Nuremberg, and it has been held in the current Exhibition Centre since the 1970s. Spielwarenmesse brings together some 2,900 national and international exhibitors, presents new developments in the industry, and offers a valuable pool of information to help some 70,000 buyers and dealers from 130 countries to keep up with market developments each year. The level of exhibitor satisfaction with the exhibition is outstanding. "This year, 83.5 percent of the exhibitors gave us a good or a very good rating," says Kick. "And more than 90 percent have undertaken to participate again next year. We are already looking forward to the next event in the series."

**Strategic importance for the location**

Spielwarenmesse also has a strong impact on the location thanks to its strategic importance. "Just saying 'Nuremberg exhibition venue' is often enough to conjure up an image of toys and games, whether you're in Berlin, Hong Kong or New York," Fleck

observes. "We have grown and matured together." Ottmann notes that the agreement to extend the contract at this early stage reflects the clear commitment by both parties to continue their shared success. "We are long-standing and trusted partners to Spielwarenmesse, and are looking forward to more innovative projects and events in the future." Spielwarenmesse 2020 will open its doors to trade visitors from around the world from 29 January to 2 February next year.

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Note for editors: Reprint free of charge. Images are available at [www.spielwarenmesse-eg.de/media](http://www.spielwarenmesse-eg.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 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](http://www.spielwarenmesse-eg.com).

#### **NürnbergMesse Group**

NürnbergMesse Group is one of the 15 largest trade fair companies in the world. It comprises NürnbergMesse GmbH and its 15 subsidiaries and affiliates. The company employs more than 1,000 people at ten locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. NürnbergMesse Group also has a network of international representatives operating in more than 100 countries. Its portfolio includes around 120 German and international trade fairs and congresses. Every year, up to 35,000 exhibitors (international contingent: 44%) and up to 1.5 million visitors (26% from outside Germany) take part in the Group's own, partner and guest events.