

World of Toys Pavilion in Hong Kong hosts 26 international exhibitors

- Pavilion organised by Spielwarenmesse eG fully booked
- Hong Kong Toys & Games Fair from 6 to 9 January 2020

The demand for the international World of Toys Pavilion at the Hong Kong Toys & Games Fair is as strong as ever. 26 exhibitors from 13 countries have registered for the pavilion at the Asian toy fair which opens its doors at the Hong Kong Convention and Exhibition Centre from 6 to 9 January 2020. The 466m² pavilion is being staged by Spielwarenmesse eG for the twelfth time and is already fully booked.

As a leading centre for finance and trade, Hong Kong has considerable economic clout. The Hong Kong Toys & Games Fair offers international companies a perfect platform for forging new business contacts in Asia. Ernst Kick, CEO of Spielwarenmesse eG, states: "Our international fair programme World of Toys makes it easy for manufacturers to gain smooth access to new markets. Our comprehensive range of services allows our participants to focus all their attention on making their appearance at the fair a complete success." The Ready-to-Go Package includes a turn-key stand with basic furniture and fittings, numerous marketing measures and a personal contact for comprehensive customer care before, during and after the fair. The exhibitors also benefit from the high-exposure location of the World of Toys Pavilion. It is situated in the foyer of the fair, immediately attracting the attention of trade visitors.

The following companies are taking part in the Hong Kong Toys & Games Fair 2020:

Company	Country	Stand no.
Z. P. "Alexander" Piotr Pundzis	Poland	1CON-070
Alldoro	Germany	1CON-039
BRUDER Spielwaren GmbH + Co. KG	Germany	1CON-051
The Cool Tool GmbH	Austria	1CON-062
Dusyma Kindergartenbedarf GmbH	Germany	1CON-066
EBULOBO	France	1CON-054
Edushape / Zitelny Industries	Israel	1CON-081
Egmont Toys	Belgium	1CON-064
Fehn GmbH & Co. KG	Germany	1CON-044

Franckh-Kosmos Verlags-GmbH & Co.KG	Germany	1CON-047
Gibsons	Great Britain	1CON-045
Guidecraft	USA	1CON-055
Jacob Company	Belgium	1CON-061
Lilliputiens	Belgium	1CON-079
NOCH GmbH & Co. KG	Germany	1CON-046
Pasuto srl	Italy	1CON-056
Pilsan Plastik ve Oyuncak San. A.S	Turkey	1CON-071
PP POLESIE JV, LTD	Belarus	1CON-065
Scoot & Ride GmbH	Austria	1CON-068
SES Nederland B.V. SES Creative	The Netherlands	1CON-042
Simm Spielwaren GmbH	Germany	1CON-070
SMART NV	Belgium	1CON-063
Spielwarenmesse eG	Germany	1CON-041
Taf Toys	Israel	1CON-057
Ucar Oyuncak San. Ve.Tic. Ltd. Sti.	Turkey	1CON-083
UGEARS	Ukraine	1CON-052

Further information on the international World of Toys fair programme is available 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.