



Toy Business Forum 2020 – Keeping abreast of trade and toys

- Varied daily themes on current issues facing the industry
- International experts share the latest trade insights

The Toy Business Forum in the TrendGallery in Hall 3A shines a light on topics directly affecting the toy industry. At the next Spielwarenmesse from 29 January to 2 February, international speakers will bring trade visitors up to speed every day between 1 pm and 3 pm. Current market developments, future trends in the world of retail and toys as well as digitalisation and change management are all on the agenda for 2020. In addition, the LicenseTalks from Wednesday to Saturday will shed light on the licensing business. The talks are free of charge and are interpreted simultaneously into English or German.

Trends in the toy industry

On the first day of the fair, the Toy Business Forum will get under way with the trend talks. International expert Reyne Rice (USA) reveals what is new in the world of toys, games and technology for children. She will be followed by Clara Blasco of the AIJU Technological Institute for Children's Products & Leisure in Spain who will delve into the topic of sustainability. She discusses its impact on the industry and the business opportunities it could generate. Richard Gottlieb from the USA, on the other hand, looks at shifts in the toy industry and how to adapt to them successfully.

Embracing change

On Thursday, attention will move to change management. Technological progress and shifting consumer habits are fundamentally affecting the retail trade. In his talk "Decide for yourself – before others decide for you", keynote speaker Stefan Hagen, Business Coach and Consultant, encourages attendees to embrace change. Dr. Dorothea Hartmann of system worx in Munich is an expert in team and organisational development, corporate culture and strategy. In her presentation, she shares her knowledge on companies undergoing change.



Digitalisation in the spotlight

Friday will be devoted to digitalisation. As Team Leader of Strategic Insights at IFH Köln, Mailin Schmelter evaluates the opportunities and risks of applying digital tools to everyday business practices. Subsequently, Caroline Zöller will outline new worlds of experience offered by visual communication in the digital age. In his talk entitled “Holographic Storytelling”, Kevin Proesel of Saint Elmo’s Group in Berlin illustrates how mixed, virtual and augmented reality can shape new opportunities for presenting products and creating memorable shopping experiences.

Retail in a state of flux

On the Saturday, the focus will shift to retail. While Theresa Schleicher, Managing Director of VORN Strategy Consulting, introduces the networked retail trends of tomorrow, Andreas Bork of Finc3 Commerce GmbH, Hamburg, explores the impact of e-commerce on pricing. Sales Expert Sandra Schubert acknowledges that digitalisation is changing buying behaviour. Her “Happy Sales” solution consists in delighting customers.

New marketing ideas

An overview of current trends and approaches in the world of marketing will feature in Sunday’s presentations. Ralf Wendland of servicemeisterei uses practical examples to show which trends are likely to influence the toy industry in the future. Attracting customers through the so-called “Aha Effect” is the remit of Dr. Michael Gerharz. Finally, Michael Lorenz of consultancy grow.up Management explores how toys are used differently by the younger generation.

The complete programme and information on the speakers and talks can be found at www.spielwarenmesse.de/en/toybusinessforum.

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Spielwarenmesse®

Spielwarenmesse®, the leading international fair for toys, hobbies and leisure, is organised by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,900 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for 67,000 buyers and toy traders from 130 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013.
Fair dates: Spielwarenmesse®, Wednesday to Sunday, 29 Jan – 2 Feb 2020