

International pavilion in Hong Kong produces satisfied exhibitors

- 46th edition of the Hong Kong Toys & Games Fair in Asia
- Twelfth World of Toys Pavilion by Spielwarenmesse eG

The Hong Kong Toys & Games Fair took place from 6 to 9 January 2020. Every year, it marks the beginning of the new toy season on the Asian continent. The political unrest in the region impacted the event which ultimately welcomed 41,400 trade visitors. With figures down from 51,000 in 2019, this corresponds to a slide of approximately 19%. Spielwarenmesse eG organised the World of Toys Pavilion for what was the twelfth time. With 27 exhibitors from 13 countries and an area of 475m², participation levels remained stable. The programme will be offered again in 2021.

The organisation of this year's pavilion required more intensive communication and continual monitoring of developments in Hong Kong. In the run-up to the event, exhibitors received several cancellations for appointments with visitors. Even so, the majority of exhibitors from last year decided to take part again. Ultimately, the persisting political unrest was hardly felt at the fair. The quality of the visitors was as good as ever, leaving exhibitors at the pavilion feeling upbeat. "For us, taking part in this event is an important part of our internationalisation strategy. We were really busy and will definitely be back. The team at Spielwarenmesse eG looked after us extremely well and it was a pleasure to work with them, as it made our job so much easier," states Christian Vollmer, Sales and Marketing Director, Fehn GmbH & Co. KG.

Companies on the World of Toys Programme by Spielwarenmesse eG benefit from an all-round carefree package that enables them to exhibit at the Hong Kong Toys & Games Fair. This stands them in good stead to expand and build their international business connections. Ernst Kick, CEO, Spielwarenmesse eG, concludes: "It was to be expected that the Hong Kong Toys & Games Fair would be affected by the political situation. Even so, it didn't impact the quality of the event which left us with happy exhibitors at the international pavilion."

The next Hong Kong Toys & Games Fair is scheduled to run from 11 to 14 January 2021. 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 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 Bengaluru 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.