

## #WePlayAtHome: the Spielwarenmesse team makes an online statement

As everywhere, the staff at Spielwarenmesse eG are being confronted with new challenges brought on by the coronavirus. The websites of the exhibition organiser and marketing services provider state that the team is currently working in mobile office mode. Following the new mottos #WePlayAtHome (Spielwarenmesse) and #CreativeAtHome (Insights-X), every member of staff is doing their bit to slow the spread of the virus and bolster an industry that is experiencing a slump in business in the run-up to Easter. Face-to-face meetings in large conference rooms have been replaced by laptops in the home. For the 50 or so colleagues in Nuremberg, these measures are, of course, highly unusual but they are, without doubt, setting an important example: to stay at home, to engage in social distancing, to protect one's own health and the health of others – whilst still remaining unified. The Spielwarenmesse's social media posts on Instagram and Facebook document life at work in the current climate. Ernst Kick, CEO of Spielwarenmesse eG: "As a globally operating business, we also have a responsibility to society. The health of our exhibitors, trade visitors, service providers and, of course, our staff has top priority. Only if we adopt this attitude and implement these measures stringently can we continue to maintain our services to the same high level of quality in such difficult times."

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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



## Press Release

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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).