

Insights-X Online: The digital stationery event this autumn

Insights-X is extending its digital offering for the stationery industry. To share the latest industry knowledge and ensure that trade and industry can continue networking at a high level even in these challenging times, expo organiser, Spielwarenmesse eG, is working on a new digital platform. The launch date for Insights-X Online is 14 October.

The concept behind the online platform is based on three pillars: networking, business and know-how. The live three-day online event will be an opportunity for the stationery industry to engage and come together. The new online format will feature the InsightsTalks presentations by experts as well as a series of workshops by participating companies. Equally, a space will be provided for individual business contacts. An extended catalogue of manufacturers and products will feature information on the participants, whilst shining a light on the latest stationery innovations. Insights-X Online will have a strong focus on sharing industry knowledge. This aspect will be based around the News Area already available on the Insights-X website which will be adapted, among others, to reflect vendor content. Companies interested in presenting themselves and their products on Insights-X Online can register through the website www.insights-x.com from mid-July. The digital offering will be available to retailers and buyers free of charge from mid-October.

Ernst Kick, CEO of Spielwarenmesse eG, states: "Our team is currently working on the finer detail. The initial response to the concept behind Insights-X Online has been extremely positive and is reinforcing our belief that we can create an engaging venue for the stationery sector this autumn."

A video statement by CEO Ernst Kick about Insights-X Online 2020 is available at www.insights-x.com/en/insights-x-online and can be used for editorial coverage free of charge.

Text length: 1,872 characters

Note for editors: Reprint free of charge. Images are available at www.insights-x.com/media.

Please provide us with a voucher copy on publication.

24 June 2020 – kk

Insights-X – Your Stationery Expo

Insights-X is the industry trade fair for paper, office supplies and stationery. Held each year in October, the event brings together leading brand manufacturers and suppliers of every size in the Nuremberg Exhibition Centre. Buyers and specialist retailers can find an extensive product range for the office, school and home as well as creative and artistic materials. The next event will open its doors in October 2021. Further information can be found online at www.insights-x.com.

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.