

## Premiere at the Toy Fair New York: Spielwarenmesse helps exhibitors access the US market through the World of Toys Pavilion

Whether it's Hong Kong, India or Russia – the World of Toys Programme by Spielwarenmesse eG gives manufacturers easy access to international toy markets. In 2022, the popular format will arrive in the USA, appearing at the Toy Fair New York for the first time. The expo organised by The Toy Association offers branded products to the North American toy market, opening its doors soon after the Spielwarenmesse (2 to 6 February 2022). The World of Toys Pavilion by Spielwarenmesse eG will give companies the opportunity to show their products at the Jacob K. Javits Convention Center from 19 to 22 February 2022.

The Pavilion in New York has been assigned a 200 m<sup>2</sup> area in a central location on "Level 3" of the exhibition centre. Commenting on the growing World of Toys family, Ernst Kick, CEO of Spielwarenmesse eG, stated, "We've been following developments in the US for several years and have also conducted a survey among all our regular customers which generated an extremely encouraging response. Now that the contract has been signed, we're finally in a position to support exhibitors keen to access the US market." The current expansion of the Convention Center has made this step possible. Steve Pasierb, President & Chief Executive, The Toy Association, and his team are delighted to be working with the Spielwarenmesse: "Toy Fair New York is a world-renowned, international marketplace celebrating its 118<sup>th</sup> year and we are eager to welcome even more new global brands and innovative toys from all over the world. We are thrilled to offer buyers, media, and all attendees an even more enriching global experience at Toy Fair New York '22 thanks to the addition of the World of Toys Pavilion."

Organised by the Nuremberg-based exhibition services provider, the international fair programme is the perfect, hassle-free platform for exhibiting at international industry events. Companies can access the respective market, while forging important contacts with decision-makers from local wholesale and retail chains. They also receive comprehensive support in organising their appearance at the fair, including a ready-made stand with all the basic furniture and fixtures. The service package covers initial

planning, organisational and marketing services as well as on-site support. Exhibitors have access to a personal contact at all times.

Manufacturers interested in taking part can book a space on the World of Toys Pavilion at the Toy Fair New York until the end of October. For further details please contact Martin von Vopelius ([m.vopelius@spielwarenmesse.de](mailto:m.vopelius@spielwarenmesse.de)), Senior Project Manager at Spielwarenmesse eG.

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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, Russia and the USA. 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](http://www.spielwarenmesse-eg.com).