

Branded goods fair Insights-X cancelled: Relaunch planned for 2022

- Coronavirus measures undermine quality experience
- Commitment of reputed exhibitors sends out a positive signal

After much deliberation, the management at Insights-X has made the difficult decision to cancel the stationery expo this year due to the coronavirus pandemic. Despite the initially positive outlook, the Bavarian State Government's new guidelines for trade fairs and exhibitions and their expected implications have left organiser Spielwarenmesse eG with no alternative. While the exhibitors very much regret the cancellation, they also appreciate the reasoning behind the move. The early timing of this decision gives all market participants enough scope to plan ahead.

Extenuating circumstances

The motivation for cancelling Insights-X stems primarily from the government's guidelines for staging trade fairs in Bavaria which come into force on 1 September 2021. The regulations as outlined in the framework document would make it impossible to offer the kind of exhibition experience that helps firms strengthen and build business contacts. There is also a lack of clarity regarding the situation in October. Travel restrictions are still in place for many of the countries from which retailers, buyers and exhibitors hail. This has unforeseeable implications for the overall success of the fair.

Good prospects

The reasoning behind this decision is appreciated by the region's major players. Reputed exhibitors who pledged to show at the 2021 edition on the assumption that near-normal conditions would prevail, will remain loyal to Insights-X and have already indicated that they will back the event in 2022. They include, among others, ExaClair/Falken, Faber-Castell, Hama, Iden, Stabilo and Undercover. These and other companies have underlined the significance of Insights-X as a business hub for brands. This gives all participants the ability to make plans whilst building confidence in the success of the seventh edition of Insights-X which is due to open its doors at Nuremberg Exhibition Centre from 6 to 8 October 2022. A recent survey, conducted by Spielwarenmesse eG among international visitors in the

Press Release

stationery segment, confirmed the event's status as a popular institution that has earned their loyalty.

There are no plans to stage a digital version of Insights-X in autumn 2021. Instead industry participants can look forward to the presentation of the second Special Award Ergonomics. The winners of the accolade for ergonomically designed products, which Insights-X presents in collaboration with the IGR (German institute of health and ergonomics), will be unveiled at a separate event in October.

Text length: 2,516 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 2021 – sw

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 from 6 to 8 October 2022. 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, 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.