



Spielwarenmesse provides great opportunities for young innovative businesses and startups

- New pavilion: StartupArea in Hall 8
- Registrations open until 15 December

The entire toy industry comes together at the Spielwarenmesse in Nuremberg. Young international companies too, are being offered an easy entry point to the world of trade fairs. Both the 'Innovation Made in Germany' pavilion and a new space for international startups will be featured in the new StartupArea in Hall 8 from 2 to 6 February 2022. This will give young German companies and international businesses the opportunity to be represented at the world's leading trade fair at particularly affordable rates, allowing them to cement new business contacts and introduce their creative product ideas to the key buyers in the industry. Companies can register between now and 15 December at www.spielwarenmesse.de/en/application.

Service package for a successful launch

As participants in the StartupArea, young international businesses will be provided with an 'all-round package', which covers all services in the marketing package including a digital business profile on the Spielwarenmesse Digital platform, along with a fully equipped 6m² stand and access to a meeting lounge with kitchen for all participants. The startups will be given an ideal location in Hall 8, where the focus is on new launches and innovations. Any international toy company that has been trading for no more than five years is entitled to take part. Christian Ulrich, Spokesperson of the Executive Board for Spielwarenmesse eG, explains how important the fair is for young businesses: "With their position in Hall 8, participating startups will be able to demonstrate their potential and get into the market. The toy industry will likewise benefit from the enrichment that comes from more innovations and creative product ideas."



Government funding for young exhibitors

The German Federal Ministry for Economic Affairs and Energy (BMWi) is offering additional support for innovative young German businesses. Its funding programme will once again give German startups the chance to appear at the leading global trade fair. In the dedicated area in Hall 8, they will be given a stand of up to 15m² and receive up to 60% of the participation cost in subsidies. This programme is available to German-based companies that have been trading for less than ten years, have fewer than 50 employees, a maximum annual turnover of EUR 10 million and can show evidence of an innovative business idea.

Further details about StartupArea can be found at www.spielwarenmesse.de/en/startup.

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Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.de/media. Please provide us with a voucher copy on publication.

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Spielwarenmesse®

Spielwarenmesse®, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,800 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for around 65,000 buyers and toy traders from more than 130 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013. Fair date: Spielwarenmesse®, Wednesday to Sunday, 2 – 6 Feb 2022