



Industry on the starting blocks for Spielwarenmesse 2022

- Experience the live event in Nuremberg – with all the senses
- Joyous response from participants worldwide
- All the market leaders will be present at the fair

The Spielwarenmesse is happening again at last! Planning for the 72nd edition of the fair has moved into top gear for the organiser, Spielwarenmesse eG. Specialist retailers, buyers, exhibitors, media representatives – all are longing to meet up again in person at the Nuremberg Exhibition Centre. That time will come from 2 to 6 February, when the most important industry event of the year provides them with the opportunity to meet live once again, to discover a unique range of innovations and trends, and to gain valuable new ideas for their working lives.

“In the toy sector in particular, there is just no substitute for face-to-face communication. The visitor has to actually be there to experience the products with all the senses and to develop new business relationships. We are already noticing in our discussions that people are looking forward to the event with joyful anticipation, and we’re getting thoroughly positive feedback”, explains Christian Ulrich, Spokesperson for the Executive Board of Spielwarenmesse eG. Currently the retailers can expect to encounter 1,700 leading producers and innovative startups from 62 different countries, including all of the market leaders. Already, total bookings account for about 80% of the floor space occupied at the last fair. To take one example, French firm Djeco has already secured its space. “We are looking forward to meeting our customers and business partners again next February at the Spielwarenmesse,” says Export Manager David Sainte-Cluque emphatically. “It is an important meeting place for the launch of our new collections and for strengthening our business relationships.” The overview of exhibitors will be available online from 17 November.

As far as retailers are concerned, willingness to make the journey is similarly massive – a representative survey of visitors by Spielwarenmesse eG found a



clear vote in favour of attendance, with 77% planning a visit to Nuremberg. Among these is Sue Warfield, President of the American Specialty Toy Retailing Association (ASTRA), who says: "I am so looking forward to attending Spielwarenmesse again in 2022. Meeting with companies, retailers and sales agents from around the world and seeing new products in-person makes such a difference in energizing our industry. Sharing information and learning from others is what helps our association stay relevant and grow."

The atmosphere in the industry is exceptionally positive at present. To ensure that the Spielwarenmesse runs smoothly, a sound and workable hygiene plan has been developed in consultation with the health authorities and the Nuremberg Exhibition Centre. "The time has come when we are able to fulfil the widespread desire to bring back the real trade fair experience," continues Christian Ulrich. "We warmly invite all those involved in the market to the Spielwarenmesse, where a perfect mix of tried and trusted structures and new highlights awaits them."

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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®

The trade fair and marketing services provider Spielwarenmesse eG is the organiser of the Spielwarenmesse® – the leading international trade fair for toys, hobbies and leisure. This B2B fair creates a comprehensive communication and ordering platform for national and international exhibitors. Its presentation of innovations and comprehensive overview of the industry represent a valuable pool of information for specialist retailers from around the world, guiding them through the market every year. Since 2013, the term Spielwarenmesse® has also been a protected word mark in Germany.

Fair date: Spielwarenmesse®, Wednesday to Sunday, 2 – 6 Feb 2022