



Top industry expertise in Toy Business Forum at Spielwarenmesse 2022

- International speakers and topical key themes
- Exhibitor presentations in Live on Stage programme

The industry is ready to meet up again at the Spielwarenmesse in Nuremberg. From 2 to 6 February 2022, the world's leading trade fair will be opening its gates, as will the Toy Business Forum – the home of industry expertise and solutions to everyday business issues. High quality experts will provide interesting and stimulating ideas on the key themes of sustainability, trends in retailing and toys, and digitalisation and marketing. A new feature is the Live on Stage presentation format.

Wide-ranging content on stage

The programme starts in the morning with LicenseTalks from Wednesday to Saturday between 10.30 am and 11.30 am. Content ranges from "Making Sense of Streaming Platforms and What They Mean for Licensing" and "The Video Game Content Machine" to "Tap into Fandom" and "10 Trends That Are Shaping 2022". Between 1 pm and 3 pm, the focus will be on presentations about changes and new challenges for retail in general and the toy sector in particular. These will be followed by different presentations every day on the megatrend Toys go Green. In the late afternoon, in the Live on Stage programme, the exhibitors will take to the stage for the Toy Business Forum. In 20-minute slots, participating companies will be presenting their businesses, product portfolios and new products to the trade visitors.

Top themes: digitalisation and sustainability

One of the key themes is the advance of digitalisation, which demands new solutions. On Thursday, Svenya Scholl will speak on digital point-of-sale, online visibility of retail businesses and the use of social media. Here she will call on her practical experience as Project Consultant in the SME 4.0 Retail Competence Centre, sponsored by the Federal Ministry for Economic Affairs at IFH KÖLN. A fitting special presentation format awaits trade visitors on the Friday, too, with the digital live streaming of the presentation by Dara Kossok-Spiess, Director of



Network Policy and Digitalisation at the German Retail Association (HDE) in Berlin. The topic of sustainability, which will have great significance at the Spielwarenmesse, will be getting a lot of exposure. It turns up again at the special area Toys go Green in Hall 3A. On Wednesday, with the slogan of conscious consumption, Belgian consultant Joeri Van den Bergh tackles the question of how sustainable sustainability is for a brand. Then on Thursday, speakers including Axel Dammler of Iconkids & Youth will discuss sustainability in toys and games.

Latest trends from around the world

There will also be a focus on new materials, technologies and trends. On Wednesday, a presentation by US toys and trends expert Reyne Rice, Co-President of the International Toy Trade Magazine Association (ITMA), will turn the spotlight on sustainability and innovations. And on Thursday, Achim Himmelreich from Berlin, Capgemini Deutschland GmbH, points to the future of bricks-and-mortar retailing, drawing on developments in the market, results from research studies, and best practices.

The extensive programme of talks in the Toy Business Forum is available online at www.spielwarenmesse.de/en/toybusinessforum. All presentations will be live streamed and simultaneously translated into German/English. No registration is required for the free presentations.

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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®

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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