



Inspiring special areas at the Spielwarenmesse

- Special areas to help visitors orientate themselves quickly
- Exciting mix of new and familiar themed worlds

For retailers from across the whole world, the Spielwarenmesse is the key event of the year: from 2 to 6 February, they will once again have a live opportunity to discover new trends. With a wealth of new products and ideas, the theme-based and target group-specific special areas will help visitors to orientate themselves and will provide inspiration for the new commercial year. At the forthcoming event, the themed worlds will also provide a setting for innovations from all of the product groups.

Sustainability in focus

Visitors will find a special highlight in Hall 3A, where the Spielwarenmesse will be bringing the topic of sustainability to the forefront by means of a special area devoted to the **Toys go Green** megatrend. Here, buyers can experience relevant products on four themed islands. 'Made by Nature', 'Inspired by Nature' and 'Recycle & Create' each focus on specific materials, while in 'Discover Sustainability' the topics of environment and climate are portrayed through toys – this one is all about the educational value of play. Specialist presentations at the Toy Business Forum complement the portrayal of this topic at the fair. The new **Service Provider Area** is worth a visit, too. Not only test institutes but also suppliers from the field of Marketing, for example, can be found here. Creative agencies such as Die roten Reiter (a subsidiary of Spielwarenmesse eG), together with their partners, will be presenting their services on a shared stand under the slogan 'Future of Exhibition'. This exhibition addresses the issue of how technical opportunities will be shaping attendance at the trade fairs of the future. Also in the Service Providers' Area will be the DigitalMobil Handel, presenting an experiential zone for various retailing innovations, ideas for point-of-sale and the ideal customer experience.



Discover trends and supplementary product ranges

For innovations and new products, the **StartupArea** in Hall 8 is the place to go. This is where young innovative businesses from Germany and international startups will be presenting their creative product ideas. You can find more new products and ideas right next door in the **TrendGallery**. In its new location, this special area brings stimulating innovations together in a compact space, as well as displaying the nominees and winners of the highly regarded ToyAward – the award for new products at the Spielwarenmesse. Buyers and retailers from the toy industry who are seeking to supplement their range with stationery products should take a look into Hall 4, where the **Insights-X Area** will be providing not only information on the trade fair of the same name but also product presentations, in particular from the Back to School sector. In addition, artists' events will be tempting visitors to stay around.

Spielwarenmesse as a popular meeting point

On the Friday of the fair, in Hall 11.1, the **Internationale Spieleerfindermesse – Game Inventors Convention** will be held for the first time, for a specially selected group of participants. At this event, games authors will be presenting their prototypes to editors from around the world. Moreover, the popular **GamesCafé** will again be the meeting point for the board games sector at the 72nd Spielwarenmesse. Games innovations can be tried out in a relaxed atmosphere in the foyer of Hall 11.0. The **Tech2Play** activity area in Hall 4A has been an audience magnet ever since 2017. This presents the broad spectrum of electronic toys in the categories of 'Robot Toys', 'RC Toys', 'Virtual Play' and 'Electronic Learning'. "With our special areas," says Christian Ulrich, Spokesperson of the Executive Board of Spielwarenmesse eG, "we provide active support for retailers in putting together their product ranges and offer them fresh stimuli and ideas that will continue to have an effect even after the Spielwarenmesse is over."

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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