

## Spielwarenmesse eG and Licensing International launch joint licensing fair in Germany

- Licensing-X Germany for the German-speaking region (Germany, Austria, Switzerland)
- From 5 to 7 October 2022 in Nuremberg

Spielwarenmesse eG and Licensing International today announced a co-branded event that combines their skillsets to provide the German-speaking region with a licensing event of its own. Licensing-X Germany will offer the licensing sector across Germany, Austria and Switzerland a new platform and will coincide with Insights-X, the established stationery event, from 5 to 7 October 2022 at the Nuremberg Exhibition Centre.

“With Licensing-X Germany, we are building our portfolio in a market that shows strong growth, that we are very familiar with, and that is active in many different sectors,” says Christian Ulrich, Spokesperson of the Executive Board, about the new launch by Spielwarenmesse eG. According to Licensing International, global sales of licensed goods and services amount to some US\$ 293 billion, of which about US\$ 11 billion are accounted for by the German market. This diverse spectrum includes product categories such as clothing, toys, fashion accessories, video games, home decoration, foods, footwear, cosmetics, sports and gifts.

Founded in 1985, Licensing International has had an active presence in Germany since 2001 through its Licensing Market event. “Our primary mission is to grow awareness of the licensing industry worldwide, along with its many benefits,” says Maura J. Regan, President of Licensing International. “Licensing-X Germany will foster growth and expansion in Germany as we continue to align with key practitioners across the licensing community at large.”

Through this new licensing fair, Spielwarenmesse eG is expanding its existing partnership with Licensing International. “Our shared objective is to be the leading platform for the licensing business in the German-speaking region,” emphasises Peter Hollo, who is responsible for Licensing International’s activities in Germany. Licensing-X Germany will build on the success of Licensing Market and introduce new programming and

networking opportunities across categories for the entire licensing industry. New trends in the market, including streaming services and NFTs, will be a focus as the event highlights licensing opportunities on the horizon.

Text length: 2,150 characters

Note for editors: Reprint free of charge. Images are available at [www.spielwarenmesse-eg.de/media](http://www.spielwarenmesse-eg.de/media). Please provide us with a voucher copy on publication.

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#### **Spielwarenmesse eG**

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg-based company organizes the world-leading **Spielwarenmesse®** in Nuremberg, complemented by the services available on **Spielwarenmesse® Digital**. Its range also includes the **Internationale Spieltage SPIEL** gaming event in Essen, **Kids India** in Mumbai, and the **Insights-X** and **Licensing-X Germany** events held 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 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. **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](http://www.spielwarenmesse-eg.com).

#### **Licensing International**

Licensing International is the leading trade organization for the global licensing industry. Licensing International's mission is to foster the growth and expansion of licensing around the world, raise the level of professionalism for licensing practitioners, and create greater awareness of the benefits of licensing to the business community at large. Founded in 1985, Licensing International members in over 40 countries enjoy access to an array of benefits, including extensive educational programming and worldwide networking events. Visit [www.LicensingInternational.org](http://www.LicensingInternational.org) for more information and to utilize licensing's definitive online resource.