

Spielwarenmesse opens the model hall to consumers

The Spielwarenmesse in Nuremberg is the most important date at the start of the year in the international industry's calendar. Between 1 and 5 February 2023, the direction will be set for the forthcoming financial year. One of the classic product groups covers Model Railways and Model Construction. Here, together with the exhibitors taking part, the organiser Spielwarenmesse eG has decided to open visiting to consumers. Companies involved in initiating this offer include Noch, Gebr. Faller and Märklin from the field of model railways, and Tamiya Carson from model-construction.

Consumers with an interest in the field will be given special access to Hall 7A of the Spielwarenmesse over the weekend of 4 and 5 February 2023. "The Model Railways and Model Construction product group is an important element of the Spielwarenmesse," explains Christian Ulrich, Spokesperson of the Executive Board of Spielwarenmesse eG. "We are delighted to be able to meet the long-held wishes of exhibitors from this sector of the market." This introduces a new dimension to the event – one that will continue to meet the needs and demands of this sector in the years to come. A shared activity area with new products represents an additional attraction for visitors to round off the proposition.

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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. A new addition for 2022 is the multifunctional platform Spielwarenmesse

Digital, as a complementary service to the Spielwarenmesse. Since 2013, the term Spielwarenmesse® has also been a protected word mark in Germany.
Fair date: Spielwarenmesse®, Wednesday to Sunday, 1 – 5 Feb 2023