

Around the world with Spielwarenmesse: World of Toys programme continues to grow

- Tokyo Toy Show is the latest to join the programme
- Toy Fair New York offers entry point to world's biggest market in the autumn

The popular World of Toys format from Spielwarenmesse eG is heading for new destinations. In the coming year, the overseas trade fair programme will have a presence not only in the USA but also, for the first time, in Japan. At the Tokyo Toy Show, taking place from 8 to 11 June 2023 at the Tokyo Big Sight exhibition centre, the Nuremberg-based fair organiser and marketing services provider will be providing support for companies interested in entering the Japanese market.

Gateway to the Asia-Pacific region

"We started planning for this even before the pandemic," explains Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG, "and are delighted that the contract is now signed and we can offer our exhibitors some exciting perspectives in an exceptionally forward-looking country." The Tokyo Toy Show is one of the biggest and most important toy fairs in Japan. It is organised by the Japan Toy Association, with the Tokyo Metropolitan Government as co-organiser. It will occupy Halls 1 to 4 of the West Exhibition Building at Tokyo Big Sight. On the Thursday and Friday, the show is reserved essentially for trade visitors, while over the weekend consumers, too, are granted access. The plan is to offer participation in the pavilion for the Business Days only. Manufacturers have until 17 February 2023 to register for the World of Toys Pavilion at the Tokyo Toy Show (www.spielwarenmesse-eg.de/en/japan).

Assistance with the North American market

At Toy Fair New York, Spielwarenmesse eG celebrates another premiere. The Toy Association's fair covers branded products for the North American toy market and this time the date is new: it takes place from 30 September to 3 October 2023 at the Jacob K. Javits Convention Center. Deadline for registration is 30 April 2023 (www.spielwarenmesse-eg.de/en/usa). Exhibitors on the pavilions will benefit from the full-service package from Spielwarenmesse eG. This all-inclusive package includes a prepared stand with all basic equipment and extends from initial planning to

organisational and marketing services and personal support at the fairs. Important contacts can be made with decision-makers from local wholesale and retail chains, facilitating entry into the market.

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Note for editors: Reprint free of charge. Images are available at www.world-of-toys.org/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** in Nuremberg. Expanded coverage of the topic of licensing comes with **BRANDmate** in Offenbach. 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. In addition, its subsidiary Spielwarenmesse Shanghai Co., Ltd. is responsible for the People's Republic of China. Its **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 found on the Internet at www.spielwarenmesse-eg.com.