

World of Toys programme from Spielwarenmesse: Successful premiere in Tokyo

- Exhibitors appreciative of support and visitor numbers
- New York and Hong Kong are next international stops

Spielwarenmesse eG can mark up its entry into the Japanese market as a success: from 8 to 11 June, the Nuremberg-based trade fair organiser and marketing services provider was represented at the Tokyo Toy Show for the first time with the World of Toys Pavilion. Thirty exhibitors from eight countries in different product categories took up the all-round package for the joint stand at the Tokyo Big Sight trade fair centre and seized the opportunity to make key contacts from among the 68,597 visitors to Japan's biggest toy event. The fair was organised by The Japan Toy Association and was divided into two days for the trade and two for consumers.

Growing market in Japan

Most of the World of Toys exhibitors chose the Business Days for their own appearance. Here, a promising market was awaiting them – one that, despite unfavourable demographics for 0 to 15 year-olds, is steadily expanding. According to information from The Japan Toy Association, in 2022 the domestic market for toys grew by 6.7% over the previous year's level in terms of retail value, to a record 952.5 billion yen (EUR 6.3 billion). The largest growth was recorded in card games/trading cards, high-tech trends, stuffed toys, hobby goods and toy cars. And the World of Toys participants presented a similarly broad selection of goods to interested trade visitors from their 360 m² at the Tokyo Toy Show – with products ranging from baby and infant products, board games, wooden toys and creative toys to musical instruments for children, model cars and outdoor goods.

A worthwhile appearance

Being a part of the World of Toys Pavilion from Spielwarenmesse eG gave the exhibitors the opportunity for a particularly attractive entry into the Japanese toy market, as they benefited from a full service package that included not only marketing services but also a ready-built stand and personal on-site support. "Having everything ready for us in advance at the fair, so that all we needed to do was set out our products – that made it very convenient for us," says Hank Fan, who was there as International Sales representative for the Taiwanese company Karon Rubber and its silicone clay, Q-doh. He

also expressed satisfaction with how the fair went more broadly. Kyle Lu, Business Manager at LCD Models from China, was similarly happy with the positive response from the Japanese retail trade. "We occupy the high-price collector segment with our model products," he said, "and by appearing at the fair we raised awareness of the brand in Japan, which was our overriding objective." The quality of decision-makers was praised by Alain Briand, CEO of Teknofun, whose interactive range embraced various licensed characters. "We had some very good discussions at our stand which will, I'm sure, result in new cooperation agreements," he commented. In the autumn, the Frenchman will travel with similar expectations to the USA, where he will again be participating in the World of Toys programme.

Further international locations

Spielwarenmesse eG will in fact be celebrating another premiere at Toy Fair New York from 30 September to 3 October 2023. With a total area of 200 m² and 17 exhibitors, the pavilion at the Jacob K. Javits Convention Center is already fully booked. In January, toy businesses will have another opportunity to present themselves and their products to the Asia region, at the Hong Kong Toys & Games Fair. Between 8 and 11 January 2024, the World of Toys Pavilion will once again be found in the heavily frequented Concourse Area in front of Hall 1. Registration is now open and continues until 15 September. At these events from Spielwarenmesse eG, the usual services will again be on offer to support companies as they seek to expand into new countries.

You can find image material at www.world-of-toys.org/media.

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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 and collaborations 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.