



Spielwarenmesse again welcomes consumers into the model hall

- New edition of the OPEN DAY on the Saturday of the fair
- Tickets go on sale on 2 December

At the Spielwarenmesse, trade visitors find a unique selection of manufacturers every year in 13 product groups. These include the highly traditional Model Railways and Model Construction sector, with product ranges for newcomers, professionals and collectors. Given that such products are so well loved by young and old and that the OPEN DAY proved so popular this year, it will be continued in 2024. At the next event, which takes place from 30 January to 3 February 2024, interested consumers will once again have the opportunity enjoy the fascination of the Spielwarenmesse live, in Hall 7A of the Nuremberg Exhibition Centre.

OPEN DAY for model fans

On the Saturday, 3 February, the doors to the world's leading trade fair, which are otherwise open only to a trade audience, will again be opened to model enthusiasts. At the OPEN DAY, consumers can discover innovations in the field of model railways and model construction, and speak directly to the companies involved. "As a result of the high demand and positive response, we and the exhibitors involved came very quickly to a joint agreement that it should be repeated," explains Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG. Under the new Tuesday to Saturday schedule for the Spielwarenmesse, the OPEN DAY takes place exclusively on the Saturday of the fair.

Ticket to Hall 7A

Tickets for the next edition go on sale on 2 December, International Model Railways Day. Adults and children aged six and over will be given special access to Hall 7A, which is open from 10 am to 5 pm on the Saturday of the fair. In addition to the manufacturers Gebr. Faller, Märklin, Noch, Schuco and Tamiya Carson who were present at the last Spielwarenmesse, for 2024 companies including Busch, Herpa und Paul M. Preiser have also confirmed that they will be



Nuremberg 30 Jan – 3 Feb 2024

returning and presenting their portfolios. For the visitors there will be some new features. For the first time ever, for example, over-the-counter sales will be permitted on the day. Moreover, in collaboration with the participating companies, an activity area and a presentation of new products and ideas is planned.

Image material can be found at www.spielwarenmesse.de/media

31 July 2023 – sr

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®, Tuesday to Saturday, 30 Jan – 3 Feb 2024