

World of Toys programme from Spielwarenmesse: premiere in New York, re-start in Hong Kong

- Supported marketing to North America fully booked
- Registration for Hong Kong Toys & Games Fair still open

The World of Toys programme from Spielwarenmesse eG offers manufacturers easy access to international toy markets all year round. After a successful start in Tokyo in June, the overseas fair programme will now be heading for New York and Hong Kong. The format will have a presence in North America from 30 September to 3 October, and in Asia from 8 to 11 January 2024.

An entry into the biggest market in the world

Spielwarenmesse eG celebrates a premiere with its shared stand at Toy Fair New York. The Nuremberg-based trade fair organiser and marketing services provider will be represented in the Big Apple for the first time, supporting businesses interested in developing valuable contacts in that environment. The fair, from American organisers The Toy Association, takes place not as previously in February but for the first time in the autumn. With a total area of 200 m² and 17 exhibitors from 12 countries, the pavilion at the Jacob K. Javits Convention Center is already fully booked.

Huge potential in Asia Pacific region

Toy companies can still register for 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 at the Hong Kong Convention and Exhibition Centre. [Registration](#) is open until 15 September. The Asia-Pacific region is the second largest market for traditional toys and games and is experiencing rapid growth. With over 1000 exhibitors, the Hong Kong fair is one of the most important industry events for this market.

Support with the usual services

The World of Toys programme offers participating companies a full-service package with skilled support 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 fair – with an individual contact person available at all times.

Images are available at www.spielwarenmesse-eg.de/media.

8 August 2023 – seb

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. 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. The complete company profile of Spielwarenmesse eG can be found on the Internet at www.spielwarenmesse-eg.com.