



## Compact overview and ideal market entry point: national pavilions at the Spielwarenmesse

- 13 nations in various halls
- Ukraine present for the second year in a row

The International Pavilions at the Spielwarenmesse are the full-service package for new attendees and experienced exhibitors at the fair. They offer participants the opportunity to present their businesses and products in a compact way at the world's leading fair for the toy sector. A total of 13 countries will be on display at different stands from 30 January to 3 February 2024 at the Nuremberg exhibition centre.

### Ukraine flies the flag again

The pavilions have a long tradition. Many countries have been represented for a number of years with a shared stand at the Spielwarenmesse. In total, over 250 businesses will be presenting themselves over a total area of some 4600 m<sup>2</sup>. The Best of China pavilion has the highest proportion of these, followed by Hong Kong and the United Kingdom. Ukraine is on the programme for the second year in a row.

### Overview of participating countries

Australia	Hall 12.0
China	Hall 11.0
France	Hall 12.0
Georgia	Hall 3
Hong Kong	Halls 12.0 and 4A
India	Hall 11.0
Japan	Hall 6
Spain	Foyer NCC West
Taiwan	Hall 11.0
Thailand	Hall 11.0
UK	Hall 12.0



Ukraine                      Hall 3  
USA                             Hall 12.0

### **Support and the usual services**

Those taking part in the national pavilions receive skilled support for their appearance from the Spielwarenmesse team. The all-inclusive package includes a prepared stand with all basic equipment and extends from initial planning all the way through to on-site support. The pavilions thus represent the ideal framework for a market entry or for expanding pre-existing business relationships.

Images are available at [www.spielwarenmesse.de/media](http://www.spielwarenmesse.de/media).

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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 offer 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