

Licensing drive at BRANDmate: innovative industry gathering in Offenbach

- Cross-sector mix of exhibitors in a 5000 m² space
- Incubator for new business ideas

Strong brands, an unconventional concept and the perfect atmosphere – the third edition of BRANDmate promises all of this. On 19 and 20 June, the organiser of the same name is again offering a platform for brand owners, industry experts and decision-makers covering licenses and collaborations, at the disused Fredenhagen industrial site in Offenbach. Its impressive, innovative concept makes this a leading B2B networking event for meeting up, exchanging ideas and building new business opportunities.

Expanding line-up of exhibitors

Visitors can expect a broader field of exhibitors than last year. New arrivals among the major players in the sector – including Warner Bros., NBC Universal, Paramount, Mattel, RTL CP, Hasbro, the WDR mediagroup, Seven.One Licensing, the DFB and others – and thus attending for the first time, are companies such as Crunchyroll, Germany's biggest provider of Japanese animés, footballer Lukas Podolski's brand Strassenkicker, book and games publisher Kosmos, and EMP, the mail-order company for merchandising products. The event has also succeeded in attracting Coca-Cola as the drinks sponsor. "There is huge potential in the fans' own 'love brands'," says Eva Stemmer, Managing Director of BRANDmate GmbH. "This is underlined by the year-on-year expansion of our brand experience area." A further highlight takes place on the Wednesday evening of the fair, when Heavysaurus, the world's first rock band for children to draw on hard rock and heavy metal, will be performing an exclusive concert on the BRANDmate stage.

Networking made easy

In addition to the brand showrooms and the inspiring keynote speeches, panels and talks that take place on two themed stages, another plus point is BRANDmate's revised website, where at least two weeks before the event visitors can make contact with exhibitors, arrange appointments and generate new business opportunities. "The matchmaking function provides networking with maximum transparency and efficiency, thereby ensuring ideal conditions for successful collaboration," says Christian Ulrich,

Managing Director of BRANDmate GmbH and Spokesperson of the Executive Board at Spielwarenmesse eG.

Tickets for BRANDmate 2024 are available at www.brandmate.events.

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

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About BRANDmate

BRANDmate is a B2B networking event in the field of brand collaborations, partnerships and licensing, which aims to bring together companies, brands and potential collaborative partners from different sectors. BRANDmate will take place on 19 and 20 June 2024 at the 'off-location' of *Fredenhagen*, a disused steel plant in Offenbach, near Frankfurt. The company responsible for the event is BRANDmate GmbH.

Spielwarenmesse eG

The multifaceted positioning and international orientation of Spielwarenmesse eG is representative of the toy sector and other consumer goods markets. With its legal structure as a cooperative, the business is unique among trade fair companies and is highly successful. Its 60-member team operates from the 'ToyCity' of Nuremberg and is supported by representatives in over 100 countries. Its portfolio includes two major global fairs: the **Spielwarenmesse** in Nuremberg is the lead international event for the B2B sector, as is **SPIEL** in Essen for the B2C field. To these can be added **Kids India** in Mumbai and the **World of Toys by Spielwarenmesse** trade fair programme, which opens up new markets for manufacturers through joint activities in **Hong Kong, Tokyo** and **New York**. The Company's own subsidiaries in the key locations of **China** and **India** ensure that appropriate expertise is available locally. With its accumulated knowledge and global network, the trade fair producer is becoming an ever stronger initiator and groundbreaker in the industry's issues and trends. The most recent example of this is **BRANDmate** in Offenbach, which casts an unconventional and future-directed spotlight on the topic of licensing and partnerships. With its combination of events and online activities, Spielwarenmesse eG (www.spielwarenmesse-eg.de) is active all year round.