

New location for BRANDmate 2025

Through its innovative conceptualisation, **BRANDmate** has grown to become the leading B2B networking event for collaboration, partnerships and licensing. For the fourth edition from 25 to 26 June 2025, the team behind this well-known brand festival already has a major innovation in store: BRANDmate is moving from Fredenhagen to **Essen**. The new backdrop for the event will be the **Grand Hall** of the coking plant at the disused **Zeche Zollverein**.

The former industrial complex is a UNESCO World Heritage site and has become, among other things, an attractive location for businesses in the creative and innovation sector. "The new location, with its spectacular architecture and its remarkable atmosphere, offers the perfect framework for the next BRANDmate," enthuses Eva Stemmer, Managing Director of BRANDmate GmbH.

The creative, cross-sector concept behind this branding world of experience makes it impressive right from the start. In Essen, it will continue to provide a relaxed environment for inspiring encounters, efficient networking and exciting examples of collaboration. "With this change in venue we are giving the event a new impetus and underlining its dynamic format," declares Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG.

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 25 and 26 June 2025 at the Grand Hall at the disused coal mine Zeche Zollverein in Essen. 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 Essen, 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.