



Toy Business Forum delivers fresh impetus at the Spielwarenmesse

- Anniversary brings revised structure and design
- Attractive highlights for retailers and producers

For 20 years now, the Toy Business Forum has been the first port of call for toy expertise at the Spielwarenmesse. With its significant birthday in 2025, from 28 January to 1 February the area will offer some surprises in Hall 3A, in a dynamic new concept that provides a stage for knowledge, discussion and inspiration. While the name and location remain the same, a fresh design, innovative presentations from international speakers and relaxed networking opportunities will be a source of fresh impetus and interactivity from the Tuesday to Saturday.

More diverse than ever

The Toy Business Forum has the character of an inspiring festival event. The audience can expect a wide-ranging programme, with new accents provided by additional formats such as Tuesday's ToyPitch for the press and Wednesday's presentation of the ToyAward. Special insights are offered in a fireside chat between Spin Master CEO Max Rangel and Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG – a conversation that promises some fascinating perspectives. Against an impressive backdrop, key topics such as digitalisation, sustainability, gamification, social media and artificial intelligence will be discussed, alongside trends in retail and the toy sector. In addition, the 'Exhibitors on Stage' presentations will show the audience the latest products and innovations. In a space of some 750 m², food trucks and live bands will also be present to provide a relaxed networking atmosphere.

Trends and trade talks

One special presentation is on the programme for the first day, the Tuesday. Axel Gottstein, CCO of sigikid, and Christian Krömer, CEO of Spielwaren Krömer and Toysino, explore the provocative question as to whether the specialist toy retail trade still makes any sense in 2025. On the Wednesday, with fresh insights from the biggest retail fair in New York (the NRF), Frank Rehme introduces the latest trends and innovations from the retail metropolis. Additionally, on both the



Tuesday and the Thursday, global trend-hunter Reyne Rice presents the Spielwarenmesse ToyTrends, while on the Wednesday she introduces the latest developments and technologies for 2025. Diving into the world of 'kidults' will be Carol Rapp and Robin de Cleur from SPIEL in Essen on the Wednesday, and Stefan Will of Ultra Comix – one of the largest comic and toy shops in Europe – on the Friday. Dennis Book, Sales Director at Thalia, takes a broader view as he shows the tools that made it possible to take a leading role in the German retail landscape.

Sustainability in focus

Sustainability has been a theme in the toy sector for a long while and is becoming ever more significant in retail and production. In her presentation on the Tuesday, toys and games researcher Dr Katriina Heljakka from Finland casts light on current developments in toy design, with a particular focus on sustainability. Clara Blasco-López from the Spanish market research institute AIJU speaks on the Thursday about the design of toy packaging in an age of sustainability, and its effects on the consumer. In addition, trade visitors can also see sustainability expert Sharon Keilthy from Ireland, live on stage on the Spielwarenmesse podcast.

New insights into the Chinese and Indian markets

On the Saturday, two exciting presentations offer exclusive insights into the dynamic toy markets of China and India. Tianshu Schüler-Yang, founder of the SCHÜLER brand, will be reporting at first hand on the growth and acceptance of modern children's toys in Chinese families. Growth opportunities in the Indian market will be examined from all angles with an informative podium discussion, in which experts Steve Reece, Managing Director of Kids Brand Insight, and Matteo Vezzosi, Executive Director of the Asia Toy & Play Association, speak alongside Marlene Hösch, Project Director at Spielwarenmesse eG, about the challenges of and strategies for breaking into the market, and about India's potential as a production centre. This discussion will provide international manufacturers with recommendations for successful expansion.



Visitors can attend the Toy Business Forum free of charge and no prior booking is required. All presentations will be provided simultaneously in German and English. The full programme for the Toy Business Forum can be found at www.spielwarenmesse.de/en/toybusinessforum.

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

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Spielwarenmesse®

The world's leading event for the sector – that's the Spielwarenmesse®. At this B2B event, key players as well as startups present their innovations and trends to retailers from all over the globe, live in Nuremberg. Alongside the extensive range of products, participants also gain a wealth of inspiration for day-to-day business together with valuable knowledge and useful guidance on the market, at what is for them the most significant industry gathering. The event is complemented by year-round coverage of themes, analyses and insights from the multifunctional platform Spielwarenmesse® Digital and the e-journal 'Spirit of Play'. Since 2013, the term Spielwarenmesse® has been a protected word mark in Germany.

Fair date: Spielwarenmesse®, Tuesday to Saturday, 28 Jan – 1 Feb 2025