

## Former CEO of Spielwarenmesse eG is honoured

The former longstanding CEO of **Spielwarenmesse eG**, **Ernst Kick**, has been awarded the State Medal for special services to the Bavarian economy. The award ceremony took place in Munich on 27 November under the auspices of the Bavarian Ministry of Economic Affairs, Regional Development and Energy. Since 1974, no more than 25 people a year have been honoured with the State Medal. The award was presented by Bavaria's Minister for Economic Affairs, Hubert Aiwanger. In his laudatory speech he acknowledged in particular the unique position and outstanding strength of the Spielwarenmesse, which he said had also played a critical part in the development of NürnbergMesse.

Ernst Kick was CEO of Spielwarenmesse eG from 2002 to June 2021. During his term in office, he drove the Nuremberg-based cooperative forward and significantly extended the leadership position of the Spielwarenmesse. Kick's considerable achievements included the reorganisation of the fair's structure to offer a compressed overview of the market. He also worked intensively on internationalisation in key growth markets. At the Nuremberg office alone, staffing levels grew from 16 to their present 60 employees under his management.

The current Board members of Spielwarenmesse eG – Florian Hess, Jens Pflüger and Christian Ulrich (Spokesperson) – warmly congratulate Ernst Kick on behalf of the entire team for his receipt of the State Medal.

29 November 2024 – sw

### **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



## Press Release

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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](http://www.spielwarenmesse-eg.de)) is active all year round.