

Successful participation at World of Toys in Hong Kong

Uncomplicated entry into the Asia-Pacific toy market – that’s the promise of the **World of Toys programme by Spielwarenmesse eG** at the **Hong Kong Toys & Games Fair**. From 6 to 9 January, eight exhibitors from seven countries took up this offer and presented their products at the fair.

The shared stand was highly praised for its excellent position. Robert Mann of Orchard Toys, based in the UK, views the fair very positively: “The World of Toys pavilion provided us with a premium location to meet with retailers. There was also significant passing traffic which has exposed us to new opportunities.” Exhibitors enjoyed the additional benefit of the full-service package provided by Spielwarenmesse eG. “Access to the fair was indeed very easy and the setting of the booth was very quick and remarkable,” comments Emanuele Colombo of Italian manufacturer Sbabam. “We had a support step by step in all the processes before and during the fair.” Alongside a ready-built stand with all of the basic equipment, the package included a whole host of organisational and marketing services, and personal on-site support.

The next Hong Kong Toys & Games Fair takes place in January 2026, while the next opportunity for interested companies to take part in the World of Toys programme by Spielwarenmesse eG is from 1 to 4 March at Toy Fair New York. Those happy to make quick decisions can register [here](#) and seize the opportunity to present their products in the USA, the largest toy market in the world.

Images are available at www.world-of-toys.org/media.

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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



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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.