

World of Toys: Spielwarenmesse once again represented in Tokyo

In the Asia-Pacific region the Japanese toy market is one of the most dynamic. The **World of Toys programme** by Spielwarenmesse eG makes it easy to enter the market. For the third time, it is organising an international shared stand at the **Tokyo Toy Show** from 28 to 31 August. This year, 27 companies from six countries are taking advantage of the offer to make new business contacts at the trade fair, which is organised by the Japan Toy Association.

In addition to the new, prominent location of the 315 m² World of Toys Pavilion at the Tokyo Big Sight exhibition centre, exhibitors also benefit from a full-service package. This includes a turnkey stand including basic equipment, numerous marketing activities and comprehensive support from a personal contact partner before, during and after the trade fair.

Subsequent stops for the World of Toys programme have already been confirmed. Next year, the pavilion will be a guest at the Hong Kong Toys & Games Fair from 12 to 15 January. Interested companies can register for this at www.spielwarenmesse-eg.de/en/world-of-toys/hongkong. After this, the World of Toys pavilion will be represented at Toy Fair New York. Registration phase opens in mid-July.

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 **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.