



Toy Business Forum Programme 2026

Tuesday, 27 January 2026

9 am – 10.15 am

ToyPitch

10.30 am – 10.45 am

Exhibitors in Stage:

From slime to the world: A 12-year-old's journey to inspire safer, greener play

Yitsen Tsai, Founder GAGA monster Co., Ltd. (Vigorlife International LTD.), New Taipei, Taiwan

10.45 am – 11 am

Exhibitors in Stage:

Making of noinoi: Developing an AI audio game console using the Design Thinking method

Carsten Lenerz, Head of Marketing TechniSat Digital GmbH, Daun

11 am – 11.15 am

Exhibitors in Stage:

When brands want local campaign Impact – How socialPALS makes specialist retailers a key pillar in the channel mix

Fahim Ahmadyar, Senior Sales Manager Social Pals, Holzkirchen

11.15 am – 11.30 am

Exhibitors in Stage:

The magic of shape memory polymers: Redefining toys

Thorsten Pretsch, Head of Research Department Fraunhofer IAP, Potsdam

11.30 am – 12 pm

Rewind culture: Why nostalgia is driving kids' toy choices

Adam Woodgate, VP Research Solutions, The Insights Family, Manchester/United Kingdom

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12 pm – 12.30 pm

From Prototype to Fan Favorite – How Start-ups Take Off

Marco Jahn, Digital Marketing Manager, Spielwarenmesse eG, Nuremberg

12.30 pm – 1.30 pm

Noon Networking Break with Flávio Martins

1.30 pm – 2.15 pm

Growth 2030: What are the upcoming developments and trends in the toy industry?

Theresa Schleicher, Trade futurologist, Berlin

2.15 pm – 3 pm

Emerging trends & technologies in 2026 and beyond

Reyne Rice, CEO / Founder, Global Trend Hunter, ToyTrends, San Diego/USA

3 pm – 3.30 pm

TikTok Shop - short-lived hype or long-term opportunity for retailers?

Svenya Scholl, Senior Project Manager, IFH Köln GmbH, Cologne

3.30 pm – 4 pm

Gamification in marketing - how playful elements strengthen brands

Daniel Pflieger, Treasure hider, Geheimpunkt GmbH, Hanover



Wednesday, 28 January 2026

8 am – 10.30 am

Value of Play Conference

11 am – 12 pm

ToyAward ceremony

12 pm – 1.30 pm

Noon Networking Break with Chris Kala

1.30 pm – 2.15 pm

Community building as an opportunity for brick-and-mortar retail

Marilyn Repp, CEO, The Community Building Company, Berlin

2.15 pm – 2.45 pm

Fireside Chat „Christian Ulrich meets Peter Handstein from Hape“

Christian Ulrich, Member of the Executive Board at Spielwarenmesse eG
(Spokesperson), Nuremberg

Peter Handstein, Founder Hape, Ningbo/China

2.45 pm – 3.15 pm

ToyTrends: Discover the Spielwarenmesse ToyTrends 2026

Reyne Rice, CEO / Founder, Global Trend Hunter, ToyTrends, San Diego, USA

3.15 pm – 3.45 pm

Toys that delight: child, planet, brand, revenue, and profits

Sharon Keilthy, Associate Director, SustainabilityWorks (formerly Jiminy Eco
Toys), Drogheda/ Ireland

3.45 pm – 4.15 pm

Magical kidults and where to find them – A journey of discovery to the target
group and their natural habitats

Carol Rapp, Managing Director, Merz Verlag, Essen

Robin de Cleur, Director Communications, Merz Verlag, Essen

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Thursday, 29 January 2026

10.30 am – 10.45 am

Understanding EU Toy Safety Regulation

Ann-Marleen Karbenk, Global Technical Service Consultant, QIMA, Hamburg

10.45 am – 11 am

Creativity and AI for Children

Oliver Mauckner, CEO KinderGPT, Kaiserslautern

11.30 am – 12 pm

Parent types and toy preferences: Who buys what and why?

Axel Dammler, Managing Director, iconkids & youth international research GmbH, Munich

12 pm – 12.30 pm

Panel discussion about the Indian toy market

Marlene Hösch, Project Director Spielwarenmesse eG, Nuremberg

12.30 pm – 1.30 pm

Noon Networking Break with P and I

1.30 pm – 2.15 pm

The new Toy Safety Regulation – What can I expect

Moderator: Ulrich Brobeil, Managing Director of Deutscher Verband der Spielwarenindustrie e.V. and President of ICTI

Speakers: Antony Kirrane, Senior Technical Officer, Toy Industries of Europe (TIE), Brussels/Belgium and Lars Vogt, Director Policy, Toy Industries of Europe (TIE), Brussels/Belgium

2.15 pm – 2.45 pm

Expansion and future strategy: Thalia and toys

Dennis Book, Managing Director Sales and Real Estate, Thalia Bücher GmbH, Hagen

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2.45 pm – 3.15 pm

The fascination of kidults

Stefan Will, Managing Director, Ultra Comix GmbH, Nuremberg

3.15 pm – 3.45 pm

Debunking the AI myth: why artificial intelligence is not rocket science

Frank Rehme, Managing Director, gmvteam GmbH, Düsseldorf

3.45 pm – 4.15 pm

Sustainable toys – inspiration and practical insights

Sharon Keilthy, Associate Director, SustainabilityWorks (formerly Jiminy Eco Toys), Drogheda/Ireland

4.30 pm – 5.30 pm

Award Ceremony Modell Car Hall of Fame



Friday, 30 January 2026

10.30 am – 11.15 am

How content consumption is changing. The role of toys and books

Cristina Angelucci, Publisher Licensing Magazine, BM SRL, Turin/Italy

11.15 am – 12.15 pm

The Nerd & the Geek - Kidults vs. Nerds: How do we close the generation gap?

Carol Rapp, Managing Director, Merz Verlag, Essen

Jasmin Karatas, Concept in Gamification & Innovation in Branding/Games,

JASMIN DENIZ KARATAS & RAW-R AGENCY, Baar/Switzerland

12.15 pm – 1.30 pm

Noon Networking Break with DJ & Sax

1.30 pm – 2 pm

Strange moments - How retail experiences become unforgettable

Björn Lockstein, CCO, Implizit GmbH, Hamburg

2 pm – 2.30 pm

Cute economy – Kidults going gaga over blind box and plush

Ratna Sita Handayani, Head of Research - DACH, Euromonitor International

GmbH, Düsseldorf

2.30 pm – 3 pm

Artificial intelligence & customer twins - new paths to faster insights and effective shopper activation

Efe Kurak, Director Shopper & Customer Marketing, Schleich GmbH, Munich

3 pm – 3.30 pm

ToyTrends: Discover the Spielwarenmesse ToyTrends 2026

Reyne Rice, CEO / Founder, Global Trend Hunter, ToyTrends, San Diego, USA



3.30 pm – 4 pm

A toymaker's journey with bio-based and recycled material

Caroline Kjellme, CEO, Viking Toys AB, Torsås/Sweden

4 pm – 4.30 pm

Frequency in the store - the location, the environment, the attractiveness

Christian Haeser, Managing Director, Handelsverband Wohnen und Büro e.V.,
Cologne



Saturday, 31 January 2026

10.30 am – 11 am

Toy retail 4.0: AI as a success factor

Niklas Coors, CEO / Co-Founder, Plotdesk GmbH, Monheim am Rhein

11 am – 11.30 am

ChatGPT shopping: threat or game changer?

Jürgen Kroder, AI Coach, KI Känguru, Mainz

11.30 am – 12 pm

What do Chuck Norris, Ludo and AI have in common?

Sabine van Almsick, AI Strategy Consultant, ECC Next GmbH, Cologne

12 pm – 12.30 pm

From Stroke of Genius to Game Hit – When Inventors and Publishers Meet

Marco Jahn, Digital Marketing Manager, Spielwarenmesse eG, Nuremberg

12.30 pm – 2 pm

Noon Networking Break with Alex Boldin

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

9 December 2025 – sr

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, 27 – 31 Jan 2026