



### **Focus on licences: Spielwarenmesse as an international hotspot**

- LicenseLounge as a meeting place for newcomers and experts
- LicenseTalks offer practical tips and valuable insights

Whether superheroes, gaming universes or cult brands, licences are the driving force behind the international toy industry and generate enthusiasm among children, collectors and retailers alike. From 27 to 31 January 2026, the Spielwarenmesse in Nuremberg will bring together the most important players from around the world and offer a unique overview of trends, innovations and business opportunities in the licensing industry. Across 18 exhibition halls and all 13 product groups, it will be clear that licensed products set trends, create emotional connections and drive growth for the entire industry.

### **Target group-specific programme**

With the LicenseLounge powered by BRANDmania, visitors can expect a central hub for the licensing scene in the foyer of NCC West. In a relaxed atmosphere, contacts are made, collaborations initiated and current topics discussed. A special highlight are the LicenseTalks, presented across two days of the fair by Licensing International, Licensing Magazine and BRANDmania, offering practical know-how and exclusive market data. International industry experts provide insights into the most important developments in the licensing world. On the Tuesday, Steve Manners (Licensing International, 2.45 - 3.15 pm) will present current trends in the licensing business, while Eva Stemmer and Jörg Meister (Little big things, 3.30 - 4 pm) will show how successful brand collaborations come about in their presentation 'The Collab Files: When Worlds Collide'. On the Wednesday, Petra Strobl (Licensing International, 11 am - 11.30 am) will focus on the power of storytelling and explain how brand collaborations can spark enthusiasm among fans. For beginners, Rainer Saemann (Seven.One Licensing, 11.45 am - 12.15 pm) will offer a practical introduction to the world of licensing and highlight the opportunities that this business area has to offer. Two further exciting presentations by Christina Angelucci (Licensing Magazine) round off the varied programme.



### Emotional brand experiences

As a part of the LicensePreview in the hall "Munich"/NCC Mitte, industry representatives are invited to gain exclusive insights into the latest licences and concepts. Licensors present their innovations to a maximum audience of 270 visitors, who can provide direct feedback in a confidential setting. The popular walking acts also ensure maximum attention throughout the exhibition grounds. They bring well-known characters and brands directly to visitors and showcase licences in a particularly impressive way. For media professionals and content creators, an exclusive coffee break will take place on Wednesday at 3 pm in the LicenseLounge, offering a space for exchange, networking and new contacts. 'Licences are the driving force behind innovation in our industry. With the Spielwarenmesse, we are creating a central platform that sets trends, imparts knowledge and brings the international licensing scene together – for sustainable success and new impetus in the market,' emphasises Christian Ulrich, Member of the Executive Board at Spielwarenmesse eG (Spokesperson).

Images are available at [www.spielwarenmesse.de/media](http://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, 27 – 31 Jan 2026