

World of Toys programme from Spielwarenmesse: successful comeback in Hong Kong

- Strong bookings for supported marketing to Asia-Pacific region
- Exhibitors value international dimension and the location

Spielwarenmesse eG is celebrating a successful return to Hong Kong: after a three-year break, the Nuremberg-based trade fair organiser and marketing services provider was present once more with its World of Toys Pavilion at the Hong Kong Toys & Games Fair. Between 8 and 11 January, eight exhibitors from six countries took advantage of the joint stand and its all-round package.

Region with great potential

The Asia-Pacific region is the second largest market for traditional toys and games and is experiencing rapid growth. The Hong Kong fair is one of the most important industry events. Being a part of the World of Toys Pavilion from Spielwarenmesse eG gave exhibitors the opportunity for a particularly attractive entry into this market, as they benefited from a full service package that included not only marketing services but also a ready-built stand and personal on-site support. "We were able to meet up with many business partners, as well as getting to know some new ones. Taking part in the World of Toys Pavilion was the right choice for us," commented Christophe Magnus, International Key Account Manager at Smart Toys & Games.

Central location and profitable networking

There was also praise for the pavilion's position, in the heavily frequented concourse area at the front of Hall 1 in the Hong Kong Convention and Exhibition Centre. "The joint stand from Spielwarenmesse eG has a fantastic position and provides simple and professional access to the fair for any company wishing to exhibit here," believes Robert Mann, International Sales Manager for Orchard Toys. Adeline Pavie, Sales Director at Juratoys, was of a similar opinion: "Our attendance at this year's fair meant we could meet partners who are located far away from our own base. It's a terrific opportunity for a dynamic start to the year!" As well as being able to hold meetings with potential new customers, she was also focusing on discussions with longstanding business partners.

Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG, was likewise satisfied as he concluded: "Through our World of Toys programme at the Hong Kong Toys & Games Fair, we offer the perfect launchpad for the Asia-Pacific market. We give companies a straightforward opportunity to make their first contacts there or to build on existing business relationships and look forward to continuing this work in the coming year."

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

16 January 2024 – seb

Spielwarenmesse eG

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg-based company organizes the world-leading **Spielwarenmesse®** in Nuremberg, complemented by the services available on **Spielwarenmesse® Digital**. Its range also includes the **Internationale Spieltage SPIEL** gaming event in Essen, **Kids India** in Mumbai and the **Insights-X** in Nuremberg. Expanded coverage of the topic of licensing and collaborations comes with **BRANDmate** in Offenbach. The range of services provided by the cooperative also includes industry campaigns and the international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit at pavilions featured at trade fairs in Asia and the USA. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. It also has several subsidiaries, including Spielwarenmesse Shanghai Co., Ltd., responsible for the People's Republic of China and Spielwarenmesse India Pvt. Ltd., covering the Indian market. The complete company profile of Spielwarenmesse eG can be found on the Internet at www.spielwarenmesse-eg.com.