

Insights-X bids farewell to the market with a heavy heart

In a surprising but carefully considered step, Insights-X, which previously took place in Nuremberg every October, is to be discontinued. After eight editions, the trade fair for stationery, office, bags and more is closing its doors. As the Executive Board of Spielwarenmesse eG announced, the Company has decided to concentrate more heavily on its core markets.

For almost a decade, the sole independent trade fair for the stationery sector in Germany has stood its ground. "Although Insights-X regained significant momentum after the pandemic and the major exhibitors returned, ultimately the required result was not achieved," stated Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG. The fair was launched in 2015 at the request of the major trade and industry players in the sector and gained its position surprisingly quickly as an international trade fair with a top quality positioning. The enjoyable, relaxed atmosphere of the fair drew consistent praise, as did the personal character of the event, thanks in no small part to the highly popular networking events after close of play.

Although many key players and innovative brands had already registered for the ninth edition, regrettably Insights-X was still not performing for Spielwarenmesse eG from a commercial perspective. The Company is therefore concentrating its future efforts more heavily on the elements of its portfolio that produce results. In the Spielwarenmesse and SPIEL alone, the organiser can boast two exceptionally successful worldbeating events that excel in their breadth of coverage and loyal customer base. Nonetheless, for many stationery companies there will be a reunion in Nuremberg from 28 January to 1 February 2025, with the cross-sector Creative and Back-to-School sections of the Spielwarenmesse.

Images are available at www.insights-x.com/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 in **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 Offenbach, 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.