

### **World of Toys Pavilion by Spielwarenmesse eG in Tokyo is fully booked**

- Shared stand with 32 exhibitors from eight countries
- Registration still open for World of Toys programme in Hong Kong and New York

Opening up new markets is of key importance to export-focused toy manufacturers. Spielwarenmesse eG supports them in their efforts here with its World of Toys programme. This programme provides them with a simple way to take part in joint international activities at selected trade fairs for the sector in the Asia-Pacific region and in the US. After Hong Kong at the start of the year, Tokyo will be next to host the World of Toys Pavilion. Registration is open now for the shared stands at the Toy Fair New York and the 2025 Hong Kong Toys & Games Fair.

### **High level of interest from exhibitors**

For the second time now, the overseas trade fair programme from Spielwarenmesse eG is making a stop in Japan, whose toy market is one of the five largest in the world. Companies will find ideal opportunities for making valuable contacts at the Tokyo Toy Show from 29 August to 1 September. With 32 exhibitors, the World of Toys Pavilion at the fair organised by the Japan Toy Association is again fully booked. Businesses from a total of eight countries will present themselves and their products at the 360 m<sup>2</sup> shared stand in the Tokyo Big Sight exhibition centre. Exhibitors benefit from a full-service package supplied by Spielwarenmesse eG, including a ready-made stand along with basic equipment, comprehensive marketing services and individual support before, during and after the fair.

### **To Hong Kong with World of Toys**

The World of Toys programme continues into 2025 and registration for two events is already open to companies. The Hong Kong Toys & Games Fair, taking place from 6 to 9 January, traditionally gets the year off to a start. With over 1,800 exhibitors and more than 42,000 trade visitors this year, the fair is one of the most important events for the industry in the Asia-Pacific region. As such, it offers producers a further opportunity for an entry into this high-growth market. Registration for the shared stand in the heavily frequented Concourse Area of the Hong Kong Convention and Exhibition Centre closes on 15 September.

### Off to New York

The second stop for the overseas trade fair programme is Toy Fair New York from 1 to 4 March. Worth about US\$ 41 billion, the American toy market is the biggest in the world. The World of Toys Pavilion provides a simple route to market entry, at the fair organised by the Toy Association in the Jacob K. Javits Convention Center. Until 15 October, interested companies can still secure for themselves a place at the 200 m<sup>2</sup> shared stand in its prominent position on Level 3.

Further information on the World of Toys joint activities at both fairs can be found at [www.spielwarenmesse-eg.de/en/world-of-toys/hongkong](http://www.spielwarenmesse-eg.de/en/world-of-toys/hongkong) and [www.spielwarenmesse-eg.de/en/world-of-toys/new-york](http://www.spielwarenmesse-eg.de/en/world-of-toys/new-york).

Images are available at [www.world-of-toys.org/media](http://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 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](http://www.spielwarenmesse-eg.de)) is active all year round.