



## **Toy Business Forum re-designed for Spielwarenmesse 2025**

- Interactive talks and presentations
- All-day knowledge-sharing and networking

A new look, exciting presentation formats, and networking opportunities in a relaxed atmosphere – the Toy Business Forum can offer all of this. For 20 years now it has been the first port of call for retail expertise at the Spielwarenmesse. At its usual location in Hall 3A, from 28 January to 1 February 2025 trade visitors can expect not only the familiar, trusted presentations but also a redevelopment of the concept with fresh stimuli. The presentations provide ideas and suggestions on the latest topics and trends in toys, retail and marketing.

### **Programme now includes mornings**

Various events will fill the newly created morning programme. On the Tuesday at PressDay, the ToyPitch kicks off the proceedings for media representatives. In short slots, exhibitors present their new products and will then be available for conversations with the press. On the Wednesday there follows another highlight with the presentation of the ToyAward. In addition to all this, live podcasts with exciting guests and the Exhibitors on Stage are a source of inspiration. During the lunch break, a rich variety of stage events and food stalls offer opportunity for relaxed networking in and around the Toy Business Forum.

### **Topping up on knowledge in a relaxed atmosphere**

The afternoon starts at 1.30 pm with the second part of the programme, in which new and interactive styles of presentation await the audience. International experts from the broadest range of disciplines share their knowledge on subjects such as future developments in toys and in retail. Artificial intelligence, digitalisation, sustainability, kidults and the ToyTrends are the focal areas for 2025. The content offers valuable ideas for various different target groups in the sector, such as retail decision-makers, manufacturers and games designers.

### **Model Car Hall of Fame at the Toy Business Forum**

A special highlight awaits model car fans and all those with an interest in the subject on the afternoon of Thursday 30 January 2025. Following the programme



of presentations, the awards ceremony for the Model Car Hall of Fame (MCHOF) takes place on stage. The US-based MCHOF is organised on behalf of the diecast community of hobbyDB, the fastest-growing database in the world for collectibles.

The full programme will be published in mid-November at [www.spielwarenmesse.de/en/toy-business-forum](http://www.spielwarenmesse.de/en/toy-business-forum).

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, 28 Jan – 1 Feb 2025