

World of Toys programme: the international platform for success

- Proven concept supports global market development
- Successful investments in Asia and North America

With a global presence and excellent networking opportunities, the World of Toys programme by Spielwarenmesse eG continues to offer export-oriented companies professional access to the most important international markets. Following a successful participation in Tokyo last year, the participating exhibitors also took advantage of the renowned events in Hong Kong and New York to present their products to a global audience of trade visitors.

Expanding market presence

With turnkey stand solutions, targeted marketing measures and personal support, the foreign trade fair programme continues to create optimal conditions for an effective trade fair presence, even in phases of market exploration in Asia and the USA. From 12 to 15 January, four companies from four countries used the World of Toys Pavilion at the Hong Kong Toys & Games Fair to position their products on the international market. The attractive location ensured high visibility, a high visitor frequency and numerous new business contacts. Anna-Liisa Peetmaa from Gerardo's Toys emphasises: "Thanks to the excellent location, we were able to make numerous new contacts who might not have discovered us among the many stands in the exhibition halls. The support and service were highly professional." Despite the current tense economic relations, the programme continued its successful course in North America: with a joint stand measuring around 56 m², the Toy Fair New York from 14 to 17 February once again provided an established platform for international exhibitors. Five companies opted for Spielwarenmesse eG's tried-and-tested all-inclusive package. Alain Briand from Madcow Entertainment gave a positive summary: "This is the third year that we have been able to exhibit at the New York Toy Fair thanks to Spielwarenmesse. The team is always there for us and the turnkey stand saves us a lot of time." Last year, the pavilion at the Tokyo Toy Show had already proven its importance as an effective opportunity for participation: 27 companies from six countries presented themselves on 315 m² at Tokyo Big Sight and specifically strengthened their presence in the Asian market.

With its proven concept and many years of international experience, the World of Toys programme remains an important building block for export-oriented companies in opening and developing global markets. The next opportunity to participate is the Tokyo Toy Show from 27 to 30 August 2026. Interested companies can secure a place in the World of Toys pavilion at www.spielwarenmesse-eg.de/en/world-of-toys/market-tokyo/.

Images are available at www.spielwarenmesse-eg.de/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 **BRANDmania** in Essen, 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.