

New information offering: ToyAcademy by Spielwarenmesse shares toy expertise throughout the year

Featuring talks by experts, the Toy Business Forum in Hall 3A will once again shine a light on industry-related topics during the Spielwarenmesse from 2 to 6 February 2022. In a move to keep industry members properly informed about new developments throughout the year, the team behind the Spielwarenmesse is creating a new information offering known as the ToyAcademy. International experts will be invited to use this platform to give valuable insights into topics such as the retail trade, markets, digitalisation, and sustainability.

Launching on 17 June, the ToyAcademy will kick off with a presentation entitled “Evolving retailing landscape – Challenges for traditional toy stores with the rise of e-commerce”. In her talk, Iselie Iglesias, Analyst with Euromonitor International, sheds light on the current situation facing the toy trade whilst taking a look at the challenges ahead in the wake of the pandemic. Ernst Kick, CEO of Spielwarenmesse eG, explains: “The toy industry is changing at a rapid pace. It is therefore essential, especially for the retail trade, to receive insights into the current market situation all year round.”

The first ToyAcademy video talk will be available on demand and in English at www.spielwarenmesse.de/en/toyacademy. After the talk, the presentation can also be downloaded free of charge through Euromonitor International. The corresponding link can be found on the ToyAcademy website. The next expert talk is scheduled for the autumn.

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Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.de/media. Please provide us with a voucher copy on publication.

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Spielwarenmesse®

Spielwarenmesse®, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,800 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for around 65,000 buyers and toy traders from more than 130 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013. Fair date: Spielwarenmesse®, Wednesday to Sunday, 2 – 6 Feb 2022