



Spielwarenmesse brings “Internationale Spieleerfindermesse – Game Inventors Convention” to Nuremberg

- Integration of this successful event from Bavarian Games Archive in Haar
- New venue: authors to present games ideas on the Friday of the trade fair

The games scene has been strongly represented at the Spielwarenmesse for many years now. To ensure that the world's leading toy fair is perfectly attuned to the needs of the international games community, and to increase its appeal in the area of roleplaying games, it has a new element for 2022. It is bringing the successful “Internationale Spieleerfindermesse” from Haar to Nuremberg. The Game Inventors' Fair was developed by Tom Werneck, founder and chair of the Bavarian Games Archive, whose colleague Christian Fürst-Brunner has also been closely involved in shaping the event in recent years. In the future it will take place on the Friday of the Spielwarenmesse as the “Internationale Spieleerfindermesse – Game Inventors Convention”. Close coordination between the partner organisations has ensured that the typical character of the event will be preserved, with games authors presenting their prototypes to experienced editors in an exclusive atmosphere. The day will wind up with a joint networking party.

“By moving the Internationale Spieleerfindermesse – Game Inventors Convention to the Spielwarenmesse, we are strengthening above all its international dimension,” says Christian Ulrich, Spokesman of the Executive Board at Spielwarenmesse eG, explaining the background to the takeover. “The move will make a significant contribution to ensuring that interesting ideas from international authors and inventors have access to the market.” France, Italy, Poland, Spain and the Czech Republic have particularly productive groups of authors but often few marketing opportunities in their own country. At the Spielwarenmesse, on the other hand, all the decision makers are there. And at the same time, games enthusiasts and clubs also gather for various events in the “Toy City” of Nuremberg.



The “Internationale Spieleerfindermesse – Game Inventors Convention” will be setting the direction for the latest product launches at the Spielwarenmesse on 4 February. Between the hours of 9 am and 6 pm, in the separate Brussels Hall, games developers will have the opportunity to present their prototypes, at individual tables and for an attractive price, to a target group absolutely tailor-made for them. Their presence provides editors with a quick, structured overview of innovative ideas for games in various genres. The publishers’ representatives will also benefit from the short distance from their stands in the halls and the time that this will save them.

“We are taking the Internationale Spieleerfindermesse to the next level and are delighted to be providing all games authors with a completely new means of access to worldwide contacts in Nuremberg. This important step is a win-win for everyone involved,” commented Bavarian Games Archive founder and chairman Tom Werneck. In Werneck, his colleague Christian Fürst-Brunner and the Spielwarenmesse team, participants will have a group of experienced game and trade fair professionals to provide the best possible support, both in the run-up to the fair and at the event itself.

It will be followed immediately by a networking party for the games sector, allowing participants to continue their conversations with games critics, publishers and trade journalists in a relaxed atmosphere and to make new contacts. Registration for the one-day event is open now via the Spielwarenmesse. All of the key information is available on the website www.spielwarenmesse.de/en/GameInventorsConvention.

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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®

The trade fair and marketing services provider Spielwarenmesse eG is the organiser of the Spielwarenmesse® – the leading international trade fair for toys, hobbies and leisure. This B2B fair creates a comprehensive communication and ordering platform for national and international exhibitors. Its presentation of innovations and comprehensive overview of the industry represent a valuable pool of information for specialist retailers from around the world, guiding them through the market every year. Since 2013, the term Spielwarenmesse® has also been a protected word mark in Germany.

Fair date: Spielwarenmesse®, Wednesday to Sunday, 2 – 6 Feb 2022