

Cancellation of the physical Spielwarenmesse 2022

The toy industry has been looking forward to the world's leading event for the sector at the beginning of February. The rapid growth of the Omicron variant in recent days, however, and the resultant increasing number of cancellations to stands, has left the organiser, Spielwarenmesse eG, with no alternative – with a heavy heart it has to cancel Spielwarenmesse 2022 in Nuremberg. As an alternative, exhibitors, specialist retailers and media representatives can meet up on the Spielwarenmesse Digital platform.

“We have fought hard to be able to hold the live event and we received strong support initially from toy markets worldwide,” says Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG. A large number of suppliers without international distribution networks appealed to the organisers even in December to continue with the fair, which is so important to international business.

In the last few days, conditions have been deteriorating. Due to the rapid growth of the Omicron variant, the situation with the pandemic is now markedly different. In response to this a large number of exhibitors, out of concern for the health of their teams, cancelled their stands. The Spielwarenmesse, the leading global industry event, thus no longer looked capable of providing its customary broad overview of the international toy market. A further complication was that it was no longer possible to plan ahead with any certainty because it was possible at any time that the event could be cancelled by the authorities.

“We regret having to make this decision and are grateful to everyone who remained committed to a physical trade fair to the very end,” commented Christian Ulrich. A multifunctional platform is available both for exhibitors and for visitors: thanks to Spielwarenmesse Digital, they still have networking opportunities and the facility to discover the latest trends, within the original timetable of the trade fair.

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

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Spielwarenmesse eG

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg company organizes the world-leading **Spielwarenmesse®** in Nuremberg, **Kids India** in Mumbai and **Insights-X** in Nuremberg. The range of services provided by the cooperative also includes industry campaigns and the international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit at pavilions featured at trade fairs in Asia, Russia and the USA. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. It also has several subsidiaries, including Spielwarenmesse Shanghai Co., Ltd., responsible for the People's Republic of China and Spielwarenmesse India Pvt. Ltd., covering the Indian market. The cooperative holds a majority stake in the Russian exhibition company Grand Expo, which organizes **Kids Russia** in Moscow. **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be seen on the Internet at www.spielwarenmesse-eg.com.

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.