

New functions for Spielwarenmesse Digital

Spielwarenmesse Digital starts up tomorrow, 10 January, with many different functions, giving the trade even more efficient ways of preparing for the fair and following up on it. The business platform, which supplements the sector's leading event taking place from 1 to 5 February in Nuremberg, is available now and all year round at digital.spielwarenmesse.de. Interested users can register here free of charge. A ticket for the Spielwarenmesse is not required for registration.

The Leadfinder is a new feature. On the basis of details contained in the company's profile regarding type of business, product categories and countries served, it facilitates matchmaking between producers and buyers. Alongside interactive hall plans, the platform also provides a compact overview of the participating companies and their product ranges. The catalogue of exhibitors is readily searchable by company, products, brands and licences. Relevant results can then be saved to a personal Favourites list. For communication purposes, various different tools are available including Private Chat, Group Chat and Audio/Video Call functions. In addition, elements such as the expert presentations in the Toy Business Forum will be streamed live on the platform and can subsequently be retrieved there on demand.

Active participation in Spielwarenmesse Digital will enhance the 'Spirit of Play' at the Spielwarenmesse and beyond.

Text length: 1,411 characters

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

9 January 2023 – kk



spielwarenmesse®

Nuremberg 1 – 5 Feb 2023

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. A new addition for 2022 is the multifunctional platform Spielwarenmesse Digital, as a complementary service to the Spielwarenmesse. Since 2013, the term Spielwarenmesse® has also been a protected word mark in Germany.

Fair date: Spielwarenmesse®, Wednesday to Sunday, 1 – 5 Feb 2023