

Spielwarenmesse podcast with toy manufacturer Anvar Abduqayum from Uzbekistan

He owns three toy factories, can boast 15 years' experience in the industry and is an enthusiastic participant in the Spielwarenmesse: he is **Anvar Abduqayum**, guest on the new **Spielwarenmesse Podcast**. The Uzbek entrepreneur is **CEO of 'Toy bola'**, which some sources describe as the largest toy manufacturer in Central Asia, and president of the toy association. Last year, he and his company were part of the Uzbek pavilion and attending the Spielwarenmesse as exhibitors for the first time.

Anvar Abduqayum knows the world's leading trade fair from the other side as well, however, as he had already been at Nuremberg as a visitor a number of times. In conversation with Marco Jahn of Spielwarenmesse eG, the businessman explains the difference that the fair makes to him. He also describes the advantages of Uzbekistan as a production location, gives an insight into the local toy market and reveals why he has recently become involved in historical games handed down from old Turkic tribes.

The latest Spielwarenmesse podcast is now available in our Media Center at www.spielwarenmesse.de/media and on the audio streaming services [Audible](#), [Spotify](#), [Apple Podcast](#), [Amazon Music](#) and [Google Podcasts](#).

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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 offer 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[®], Tuesday to Saturday, 30 Jan – 3 Feb 2024