



Nuremberg 30 Jan – 3 Feb 2024

NürnbergMesse welcomes its 50 millionth visitor during the Spielwarenmesse

Since Tuesday, the Spielwarenmesse at the **Nuremberg Exhibition Centre** has again been the industry's international meeting-point for five days. One visitor had a special honour bestowed on him during the event: David Castillo from Utah (USA) became **the 50 millionth visitor to enter the Nuremberg Exhibition Centre**. "We are delighted that this occurred at our very own event," said Florian Hess, Member of the Executive Board at Spielwarenmesse eG.

Not only has the Spielwarenmesse been an annual customer at the halls since 1973, but it also contributed significantly to the founding of the NürnbergMesse 50 years ago and to the international flair that endures to this day. David Castillo and his parents have been coming to the industry's leading event for many years to take innovations and inspiration back to their eight toy stores, bearing the catchy name 'The Red Balloon Toy Store', in and around Salt Lake City. This unique experience was a bonus. As well as Florian Hess, Nuremberg's mayor Marcus König and Peter Ottmann, CEO of the NürnbergMesse Group, were also there to congratulate the retailer, who was visibly taken by surprise.

Images are available at www.spielwarenmesse.de/media.

1 February 2024 – sw

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