

Team campaign by Spielwarenmesse: joining forces in a good cause

Additional commitment to projects outside the exhibition halls: at Spielwarenmesse eG, charitable work is part of the internal Corporate Social Responsibility (CSR) programme. On 3 May, employees of the Nuremberg trade fair and marketing services provider came together to spruce up the 'Lebensader Bahn 2.0' nature trail on the disused railway line along the former ring railway in Nuremberg. What began last year as a campaign has developed into a longer-term project and a partnership between Spielwarenmesse eG and Landschaftspflegeverband Nürnberg e.V.

The project is part of the company's CSR commitment. Charitable work has been one of the company's responsibilities for many years. In various campaigns, the Spielwarenmesse eG team has helped to implement ideas in social or cultural institutions and to promote ecological projects. The internal corporate sustainability team is constantly developing new approaches for the responsible use of our ecological resources as well as for sustainable and socially conscious behaviour. This year, under appropriate guidance, the hard-working helpers created a barefoot path with stimulating textures and renovated wooden benches as part of the 'Lebensader Bahn 2.0' project. Florian Hess, Member of the Executive Board at Spielwarenmesse eG, commented: "We are happy to support this project on the part of the company and are delighted with the resulting collaboration with the Landschaftspflegeverband Nürnberg e. V. and the commitment of the team." Another event is scheduled to follow in the coming months.

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

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Spielwarenmesse eG

The multifaceted positioning and international orientation of Spielwarenmesse eG is representative of the toy sector and other consumer goods markets. With its legal structure as a cooperative, the business is unique among trade fair companies and is highly successful. Its 60-member team operates from the 'ToyCity' of Nuremberg and is supported by representatives in over 100 countries. Its portfolio includes two major global fairs: the **Spielwarenmesse** in Nuremberg is the lead international event for the B2B sector, as is **SPIEL** in Essen for the B2C field. To these can be added **Kids India** in Mumbai and the **World of Toys by Spielwarenmesse** trade fair programme, which opens up new markets for manufacturers through joint activities in **Hong Kong, Tokyo** and **New York**. The Company's own subsidiaries in the key locations of **China** and **India** ensure that appropriate expertise is available locally. With its accumulated knowledge and global network, the trade fair producer is becoming an ever stronger initiator and groundbreaker in the



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industry's issues and trends. The most recent example of this is **BRANDmate** in Offenbach, which casts an unconventional and future-directed spotlight on the topic of licensing and partnerships. With its combination of events and online activities, Spielwarenmesse eG (www.spielwarenmesse-eg.de) is active all year round.