



Spielwarenmesse Dialogue as a valuable international networking event

The Spielwarenmesse Dialogue Tour starts on August 29 in Japan. This popular information and networking format brings together the key players directly in their countries to give them updates on the upcoming Spielwarenmesse in Nuremberg (28.1.-1.2.2025) and the various markets. Above all, however, companies, potential exhibitors, specialist retailers and media representatives appreciate the opportunity to meet in person. “The Spielwarenmesse Dialogue has developed into a valuable event that not only provides information, but also encourages interaction. We are often the only industry event in the country concerned and therefore the first platform,” explains Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG.

He alternates with his fellow Board Member Florian Hess and Scarlett Wisotzki, Director Communications, at 22 locations worldwide – largely offline. The Spielwarenmesse team will be actively supported by the representative office for the organization in the relevant country. The first Dialogue of the year will take place at the Tokyo Toy Show, where Spielwarenmesse will be represented with its World of Toys Pavilion. In addition to the highlights for 2025 of the world's leading event, the tour will also provide insights into the global toy market, with the support of guest speakers such as Frédérique Tutt from market research company Circana.

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

29 August 2024 – sw

Spielwarenmesse®

The world's leading event for the sector – that's the Spielwarenmesse®. At this B2B event, key players as well as startups present their innovations and trends to retailers from all over the globe, live in Nuremberg. Alongside the extensive range of products, participants also gain a wealth of inspiration for day-to-day business together with valuable knowledge and useful guidance on the market, at what is for them the most significant industry gathering. The event is complemented by year-round coverage of themes, analyses and insights from the multifunctional platform Spielwarenmesse® Digital and the e-journal 'Spirit of Play'. Since 2013, the term Spielwarenmesse® has been a protected word mark in Germany.

Fair date: Spielwarenmesse®, Tuesday to Saturday, 28 Jan – 1 Feb 2025