

International exhibitors enjoy success with World of Toys in Tokyo

- Shared stand was fully booked
- Registration is open for group participation in Hong Kong and New York

A foreign trade fair programme from Spielwarenmesse eG, providing a simple way of tapping into the Japanese market – that was the offer taken up by 32 exhibitors from seven countries who presented their products in the World of Toys Pavilion at the Tokyo Toy Show. The 360 m² shared stand was fully booked. The show, which took place from 29 August to 1 September and encompassed two days each for trade and consumers, is organised by the Japan Toy Association. Over the four days at the Tokyo Big Sight exhibition centre, a total of 84,411 visitors came to learn about the latest product highlights and emerging trends.

Positive evaluation of the fair

The Japanese toy market has much potential for producers. In the 2023 business year, the market exceeded the trillion yen level (approx. €6.2 bn) for the first time, reaching new record heights. The World of Toys Pavilion offered exhibitors the best opportunities for entry into this growth market. Patrick Monaco-Sorge, co-founder and CEO of Crafthub, was especially positive in his assessment of the fair: “Our expectations from participating in the fair were met in every respect. We made important contacts at the Tokyo Toy Show and gained valuable insights into the Japanese market.” Exhibitors benefited not only from the excellent location of the shared stand but also from the full-service package provided by Spielwarenmesse eG, which included a ready-built stand with all of the basic equipment, a whole host of organisational and marketing services, and personal on-site support. “The broad-ranging communication and support before and during the fair made preparation a lot easier for us and ensured that our attendance went smoothly,” commented Sami Viljanen, Export Sales Manager at Tactic Games Oy.

Next steps: Hong Kong and New York

At the start of 2025, manufacturers will have another opportunity to present their products in the Asia-Pacific region: from 6 to 9 January, the World of Toys programme will be stopping off at the Hong Kong Toys & Games Fair. Companies can register for the shared stand in the heavily-frequented concourse of the Hong Kong Convention and

Exhibition Centre at www.spielwarenmesse-eg.de/en/world-of-toys/hongkong. And just a few weeks later, the World of Toys Pavilion will be a guest in the Big Apple: after a year's break, the Toy Fair New York takes place from 1 to 4 March at the Jacob K. Javits Convention Center. Registration for group participation in a prominent location continues to be available at www.spielwarenmesse-eg.de/en/world-of-toys/new-york.

Images are available at www.world-of-toys.org/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 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.