

Networking in an extraordinary environment: register now for BRANDmate 2025!

- New location in Essen: at coal mine Zeche Zollverein on 25 and 26 June
- New to the programme: themed day devoted exclusively to retailers

BRANDmate has established itself as an unmissable B2B networking event where brand-operating companies get together to generate ideas for collaborations and joint licensing projects. For its fourth edition, this platform for creative synergies is moving from Offenbach to Essen. On 25 and 26 June 2025 companies, agencies and creatives will be gathering for the first time in the Grand Hall of the coking plant at the disused Zeche Zollverein. Exhibitors who register for the event can benefit from a growing community that creates opportunities by leaping across sector boundaries. On Retail Day, which takes place for the first time, retailers can devote themselves completely and utterly to the world of licences.

New location

The famous stage of the Zeche Zollverein provides the ideal backdrop to an event that embodies innovation and visions of the future. Christian Ulrich, Managing Director of BRANDmate and Board Spokesperson at Spielwarenmesse eG, sums it up thus: "The new location for the event, the UNESCO World Heritage Site in Essen, reflects the BRANDmate concept. Our aim is to mount a networking event that continually surprises and offers genuine added value." For the forthcoming edition, a large number of well-known German and international companies have again committed themselves to attend. They come from the widest range of fields including entertainment, toys, food, publishing and fashion. In a unique environment, they will be crossing industry boundaries as they take their brands to meet one another. Focal areas will include the future of licences in the digital world, sustainable brand leadership and the opportunities for original collaborations in pop culture. Companies interested in exhibiting can find information on the redesigned [website](#).

Highlight for the retail trade

It will be a premiere for Retail Day, which is strongly supported by the global association Licensing International. This exclusive themed day on Thursday 26 July is aimed specifically at retailers from all sectors, offering them the opportunity to gain a comprehensive insight into the world of licences. With high quality presentations from industry experts and practical tips, Retail Day is an unmissable source of new knowledge. From the latest trends in licensing and tried and tested best practice to creative business models, participants will find a multifaceted and inspiring programme waiting for them, tailored specifically to the needs of retail.

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

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About BRANDmate

BRANDmate is a B2B networking event in the field of brand collaborations, partnerships and licensing, which aims to bring together companies, brands and potential collaborative partners from different sectors. BRANDmate will take place on 25 and 26 June 2025 at the Grand Hall at the disused coal mine Zeche Zollverein in Essen. The company responsible for the event is BRANDmate GmbH.

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 Essen, 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.