

World of Toys: successful return to New York

The **World of Toys Pavilion by Spielwarenmesse eG** has once again proved itself to be an important platform for international businesses at the **Toy Fair New York**. Between 1 and 4 March, 13 exhibitors from eight countries took advantage of the opportunity to present their products to the North American trade audience and make valuable business contacts.

The central location of the 167 m² shared stand, on level 3 of the Jacob K. Javits Convention Center, was something that exhibitors found particularly valuable. "We got great visibility from this location and look forward to returning next year," emphasised Alain Briand of Madcow Entertainment. The professional organisation drew praise, too. Participants benefited from a full-service package that included stand construction, marketing services and individual support from the team at Spielwarenmesse eG. "The stand system and on-site support were superb, and made it very much easier to exhibit at the fair," says Joachim Schäfer of Schäfer Toy Company GmbH.

Following a successful appearance in New York, attention now turns to the Tokyo Toy Show, which takes place from 28 to 31 August. Here the tried and trusted World of Toys concept will again offer support to companies seeking to position themselves on the Japanese market. Interested business can register [here](#) until 25 April 2025.

You can find image material 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 Essen, which casts an



Press Release

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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.