

Matchmaking for BRANDmate 2025 starts today

Anticipation of **BRANDmate 2025** on **25 and 26 June** in Essen is growing! The B2B networking event will once again bring together leading minds from the licensing, brand and retail world. The programme includes keynotes, panels and practical workshops as well as the Retail Day, which takes place alongside the second day of the event. The **matchmaking function** on the official [event website](#) is now open. It's time to make contacts and plan appointments.

Two weeks before the event, all BRANDmate participants will be able to view company profiles, send contact requests and arrange meetings via the platform. It is also possible to register for panels, workshops and presentations. All appointments are automatically added to your personal calendar – online or with a download function. Registered company and brand profiles are automatically included in the exclusive **BRANDbible 2025**. 'The matchmaking tool enables transparent and targeted networking – the ideal basis for successful collaborations,' emphasises BRANDmate Managing Director Christian Ulrich.

We kindly ask all media representatives to register [here](#) in advance of **BRANDmate**.

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



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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.