

Spielwarenmesse eG supports nationwide education initiative Media Smart

Strengthening children and young people for the media world: Spielwarenmesse eG is committed to this goal and supports the association Media Smart as a new sponsoring member. Since 2004, the Cologne-based educational initiative has been promoting advertising and media literacy among children and young people nationwide. Together with experts from pedagogy and academia, the association develops free materials for preschools, primary and secondary schools, as well as for parents. The worksheets, audio samples and explainer videos impart basic knowledge about forms and placement of advertising and raise children's and young people's awareness of a reflective approach to media. The association is also supported by other players in the toy industry such as Lego, Mattel, Hasbro and the German Toy Industry Association (DVSI).

Digital media are an integral part of children's and young people's everyday lives. For Christian Ulrich, Member of the Executive Board at Spielwarenmesse eG (Spokesperson), the ability to use them responsibly and to actively help shape them is a key competence: "Competent media use forms the basis for children and young people to navigate the digital world with confidence – privately, in their school life and later at work. Through our sponsoring membership, we are pleased to support Media Smart's aim of strengthening advertising and media literacy from the preschool age." As part of its Corporate Social Responsibility programme, Spielwarenmesse eG has been engaged for many years in cross-industry collaborations. These include the Fair Toys Organisation, the Toy Museum and the House of Games in Nuremberg, as well as activities for the International Day of Play.

Images are available at www.spielwarenmesse-eg.de/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 **BRANDmania** 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.