

Spielwarenmesse Group - New brand umbrella for all global activities

- Further development with a clear profile and international orientation
- Focus on partnerships, expertise and a strong network

From now on, the Spielwarenmesse Group brings together all business areas of Spielwarenmesse eG under a single roof, thereby evolving further as an internationally active company. The clear visual identity in dark-blue typography, the distinctive rocking horse and the catchline “living the spirit of play” unite both the organisation’s evolved structure as well as its ambition to be a central platform for innovative and partnership-driven event formats.

Clear positioning

In recent years the Nuremberg-based Spielwarenmesse Group has continuously expanded and internationalised its portfolio and extended it to include key industry areas such as licensing, and an additional world-leading trade fair. The company is now visibly consolidating its diverse activities under a common umbrella brand. “Our new brand identity as Spielwarenmesse Group creates clarity and strengthens our international profile. It expresses what we stand for: reliable partnerships, high organisational competence and the future-oriented status of our fairs and events,” explains Christian Ulrich, Member of the Executive Board at Spielwarenmesse eG (Spokesperson). With its focus on the world of play, the Spielwarenmesse Group possesses globally unique expertise and the largest network in the toy industry. Under the guiding principle “living the spirit of play”, it combines commercial success with emotion, creativity and enthusiasm.

A diverse portfolio

The Spielwarenmesse Group unites the two most important global events in the industry under one banner. These include the Spielwarenmesse in Nuremberg as the leading B2B platform for the industry, and SPIEL in Essen, as the largest consumer fair for board games. The portfolio is complemented by the World of Toys programme, with Kids India in Mumbai and by international joint participations in Hong Kong, Tokyo and New York. Subsidiaries in China and India additionally ensure local market presence and regional expertise. With its global network and pooled know-how, the Spielwarenmesse Group

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is a central driver for industry topics and trends. A shining example is BRANDmania in Essen, which has developed into the largest platform for licenses and partnerships in the German-speaking region.

Stable foundation

A key facet of the brand is its cooperative form. For more than 75 years it has been based on trust-based and sustainable business relationships. "Our strength lies in the combination of global reach and a partnership-oriented approach. We create an environment for successful cooperation in which innovations can emerge," says Christian Ulrich. The new identity provides a solid foundation for consistent, transparent and future-oriented communication.

Further information at: www.spielwarenmesse-group.com

Images are available at www.spielwarenmesse-group.com/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-group.com) is active all year round.