

## World of Toys Pavilion: join the Spielwarenmesse in New York

The World of Toys Pavilion from Spielwarenmesse eG opens up direct access to the North American market for international businesses. On the shared stand at Toy Fair New York from 1 to 4 March 2025, it provides an opportunity for exhibitors to present their products in a concise, targeted way – and in a prominent location, too, on Level 3 of the Jacob K. Javits Convention Center.

Until **25 October**, interested companies can still secure for themselves a place on the 200 m<sup>2</sup> shared stand in New York. Registration for group participation in a prominent location is available at [www.spielwarenmesse-eg.de/world-of-toys/new-york](http://www.spielwarenmesse-eg.de/world-of-toys/new-york). As well as a central position, participating firms will also benefit from a comprehensive service package provided by Spielwarenmesse eG: the fee of €950 per square metre includes the stand structure alongside additional services. This one-stop solution allows participants to concentrate on what is important to them.

As the biggest toy market in the world, North America offers substantial opportunities for expansion to international businesses. So far, companies from Germany, the UK and Turkey have made the decision to take part in the World of Toys programme in New York. The pavilion offered by Spielwarenmesse eG provides them with the opportunity to make valuable business contacts and to develop innovative strategies for meeting their commercial goals.

You can find image material at [www.spielwarenmesse-eg.de/media](http://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



## Press Release

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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](http://www.spielwarenmesse-eg.de)) is active all year round.