

A brand festival with an unconventional spirit: that's the third BRANDmate

- Well-known brands in an expanded environment
- Infotainment with presentations, panel sessions and live dating

It's the licensing event of the year: on 19 and 20 June, the third edition of BRANDmate takes place in Offenbach, near Frankfurt am Main. The matchmaking area is online for all participants right now on the [website](#) for making appointments and networking. On site, this year the event offers decision-makers in the field of licensing and collaboration a redesigned exhibitor space and a large number of exciting programme highlights in a relaxed, unconventional atmosphere.

Efficient B2B networking

This year, the BRANDmate team is expecting a significantly greater number of visitors. Ticket sales so far are already more than 40% up on last year. The innovative matchmaking function is active right now on the event website. Through this platform, initial contacts can be made and appointments agreed. "Using our tool, all participants in BRANDmate can gain 100% transparent and direct access to relevant top decision-makers," says Eva Stemmer, Director of BRANDmate GmbH, in anticipation of the event. "At the fair itself, attendees will be pitching collaborative ideas to one another to kick-start new licensing deals or other forms of partnership."

Colourful diversity of sectors and brands

Exciting businesses from a range of different sectors will use showrooms to present their brands at the disused Fredenhagen steel plant. Major international entertainment companies such as NBCU, SevenOne Licensing, Studio 100 International and Warner Bros will be there. The international gaming brand Bandai Namco, together with Crunchyroll – a similarly globally active business in the field of manga and animés – is looking forward to potential partnerships for the German-speaking market. Global toy giants such as Hasbro and Mattel, along with publishers such as Carlsen, CE Community Editions, Olympia Verlag, Storyhouse Egmont and Tessloff, will also be attending with their intellectual properties. DFB and Strassenkicker will be there with their sports brands. As retailers for fan projects, EMP will be hosting a visitor lounge, while Talisman Brands will be bringing its Blaupunkt, RCA and SABA brands along to BRANDmate. "We are very

happy at the continuing high level of interest in jointly generating new business ideas at this event, among both the big players and the specialists,” declares Christian Ulrich, Director of BRANDmate GmbH and Spokesperson of the Executive Board at Spielwarenmesse eG.

Conversations on equal terms

The supporting programme takes place on two stages, each with its own thematic focus. The ‘Tresentalk’ (‘countertop talk’) will mainly present panel discussions on collaboration- and brand-related topics from various fields. It includes speakers from well-known and reputable companies such as Amorelie, Crunchyroll, Guhl and Veganz. On the Retail Stage, on the other hand, there is a clear focus on topics relating to the retail trade. Alongside insights from Donkey (the well-known lifestyle products brand) and Toysino, Mondelez will be offer a glimpse behind the curtains, presenting a case study of the collaboration between Milka and DFL, the German Football League. As well as classic keynote speeches, this year BRANDmate will be paying attention to stage gamification. The live-dating format BLINDmate – curated by Markenkuppler – will give three companies the opportunity to get to know and ‘love’ Condor personally at a candlelit dinner. This will be followed by a discussion on implementing a cooperation agreement.

The full programme can be downloaded at www.brandmate.events.

You can find image material 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 19 and 20 June 2024 at the ‘off-location’ of Fredenhagen, a disused steel plant in Offenbach, near Frankfurt. 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



Press Release

Spielwarenmesse eG

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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 Offenbach, 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.