

### **The networking highlight of the year: BRANDmate 2024**

- Increased visitor numbers at the networking event in Offenbach
- An inspiring atmosphere and trailblazing partnerships

Innovative ideas and pioneering collaborations: on 19 and 20 June, the stylish industrial hall in Offenbach near Frankfurt was transformed into a true festival of brands, covering collaboration, partnerships and licensing. The third edition of BRANDmate brought together some 800 participants from over 350 companies for the purpose of networking. In a relaxed atmosphere, the event offered countless opportunities for discussion and for developing new business ideas. The industry party, with transmission of the football and live music, rounded off the whole experience in just the right ambience.

### **Innovative networking**

Exhibitors who have been with BRANDmate since the start particularly value the way it has grown. "Once more the event, with its innovative concepts and networking options, saw a step up in quality," says Nick Mondry-Ritter, Licensing Coordinator at Warner Bros. Entertainment. "So many terrific new ideas were implemented, and so many opportunities available for discussions and for getting into conversation with others." Before the event had even started, visitors could use the matchmaking function on the event website to arrange speed-dating appointments. Over 3,400 contacts were made in this way: "In the last few days we were able to meet up with our partners in a great atmosphere and establish many new promising contacts. We're happy!", says Kathrin Brandhorst, Regional Director Northern Europe at Universal Consumer Products.

### **Top quality brands present**

Individually designed showrooms, interactive sessions and walking acts contributed to a terrific atmosphere at BRANDmate. Among the exhibitors were both German and internationally renowned entertainment companies such as Hasbro, NBC Universal, Mattel, Paramount, RTL CP, Seven.One Licensing, Warner Bros. and the WDR mediagroup. First-time exhibitors this year included Crunchyroll, Lukas Podolskis Brand Strassenkicker, book and game publishers Kosmos, EMP – the mail-order business for merchandising products – and Coca-Cola, who were sponsors. On the Wednesday evening, in the outdoor area and on the stand of von.tz – who attended with 19 walking

acts including Adler Paule (DFB) and Albärt, the official mascot for UEFA EURO 2024 – attendees share the thrill of Germany’s EURO championship match against Hungary. “We are proud of the way the event not only serves as the platform for inspiring encounters but also makes a significant contribution to the strengthening of the collaborative brand landscape,” says BRANDmate Founder and Director Eva Stemmer.

### Inspiring input

Keynote speeches, panel discussions and talks also formed part of the wide range of activities at the event. Inspiration and information were provided by Flobo Berger (DONKEY), Jennifer Günther (Sonoma Internet GmbH), Per Lasse Küpper (Mondelēz International), Christian Krömer (Toysino GmbH), Lucie Lagerwerf (Cosnova GmbH), Moritz Möller (Veganz Group AG), Daniel Pflieger (Geheimpunkt GmbH), Ute Stauss (Licensing International Inc.) and Michael Tschakert (Live Matters GmbH), amongst others. In addition, the highly varied programme included a Let’s Dance performance from RTL, collaboration consultancy from MarkenKuppler, readings, and an escape game. On the Wednesday evening, guests were able to relax and celebrate at the BRANDmate party, with live bands Heavysaurus and Glow. “With its dynamic performance, BRANDmate has firmly established itself as a pioneering brand and networking festival,” concludes Christian Ulrich, Director of BRANDmate GmbH and Spokesperson of the Executive Board at Spielwarenmesse eG.

Images are available at [www.spielwarenmesse-eg.de/media](http://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. 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



## Press Release

**Spielwarenmesse eG**

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