



## Highly varied PressDay programme for Spielwarenmesse 2025: pitches to the media

- New format: ToyPitch at Toy Business Forum on the Tuesday
- Licences, ToyAward and Startups on the Wednesday

Media representatives and content creators from around the world will get a clear view of innovations and trends at the forthcoming Spielwarenmesse (28 Jan–1 Feb 2025). The press team will again be on hand to assist them in their particular missions, with wide-ranging options concentrated especially on PressDay and new elements on the first two days of the fair. The detailed overview is designed to help representatives of the press to put together their own specific programmes according to the content they require and their editorial focus.

### Tuesday with ToyPitch, a bus trip and a princess

The media will have their first opportunity to pick up some interesting photos ten minutes before the official opening of the Spielwarenmesse: on Tuesday 28 January at 8.50 am there is the promise of images to capture the atmosphere in a group photo of various walking acts and the Board of Spielwarenmesse eG – Florian Hess, Jens Pflüger and Christian Ulrich – at the press wall in the foyer of NCC Ost. There then follows a rhythmic parade directly to Hall 3A for the new ToyPitch at the Toy Business Forum, where twelve exhibitors – ranging from a startup to an international top player – will each present their latest product highlight in a succession of three-minute slots on the big stage. One hour later, the activities at the stands themselves begin. After the ToyPitch, to speed up the journey, a press shuttle bus will be provided at about 10.15 am directly outside the entrance to NCC Ost to take representatives over to the western side. This collective bus trip will be helped on its way with a further pitch from the exhibitor Hape/Toynamics. On arrival at NCC West, Mattel will be launching its 80<sup>th</sup> birthday party at 10.45 am in the activity area on the first floor. There will be major celebrations of other anniversaries today, too – including the 100<sup>th</sup> anniversary of 'Elfer raus!' from Ravensburger (11.30 am, Hall 12.0), 30 years of 'Catan' by Kosmos (12.15 pm, Hall 10.0), the 50<sup>th</sup> anniversary of Bruder



Spielwaren (1.30 pm, Hall 6) and the 60<sup>th</sup> birthday of Fischertechnik (2.15 pm, Hall 4). Fixed slots have also been announced by the Lego Group (11.15 am, Hall 12.2), Smartivity Labs (12.00 pm, Hall 10), Schmidt Spiele (12.45 pm, Hall 10.1), Globe Troytoys/Les Deglinos (3.00 pm, Hall 3C), Magellan Verlag (2.00/3.30 pm, Hall 10.0), Jumbo Group (3.00 pm, Hall 10.1) and UGears (4.00 pm, Hall 10.0). At 2.45 pm at the Colop stand in Hall 2, interviews and photo-shoots can be obtained with Maja Princess von Hohenzollern.

### **Licences and fresh product ideas on the Wednesday**

Following this multitude of opportunities and all manner of activities, day 2 of the fair begins in relaxed and informative fashion at 9 am with the BRANDmate Press breakfast. At the LicenseLounge stand in the foyer of NCC West, Christian Ulrich, Managing Director of BRANDmate and Board Spokesperson at Spielwarenmesse eG, takes his audience into the exciting world of licensing – with a subsequent get-together. And there are celebrations at 10.30 am at the Toy Business Forum in Hall 3A, when moderator Frederick Wetthey announces live the winners of the ToyAward in each of six product categories. After a companionable midday snack, at 12 pm Scarlett Wisotzki, Director Communications at Spielwarenmesse eG, invites all guests into the StartupLounge (Hall 3A, B-02). Here there will be a guided tour of the StartupArea where press representatives and content creators can personally meet five exciting newcomers and their creative innovations.

The full press programme can be downloaded [here](#). Images are available at [www.spielwarenmesse.de/media](http://www.spielwarenmesse.de/media).

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### **Spielwarenmesse®**

The world's leading event for the sector – that's the Spielwarenmesse®. At this B2B event, key players as well as startups present their innovations and trends to retailers from all over the globe, live in Nuremberg. Alongside the extensive range of products, participants also gain a wealth of inspiration for day-to-day business together with valuable knowledge and useful guidance on the market, at what is for them the most significant industry gathering. The event is complemented by year-round coverage of themes, analyses and insights from the multifunctional platform Spielwarenmesse® Digital and the e-journal 'Spirit of Play'. Since 2013, the term Spielwarenmesse® has been a protected word mark in Germany.

Fair date: Spielwarenmesse®, Tuesday to Saturday, 28 Jan – 1 Feb 2025

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