



Press Ticker: Spin Master CEO in conversation at the Spielwarenmesse

The **Toy Business Forum at Spielwarenmesse 2025** presents a special highlight: in a relaxed, informal atmosphere, **Christian Ulrich, CEO of Spielwarenmesse eG**, will meet **Max Rangel, CEO of Spin Master**, one of the world's leading toy manufacturers, in a fireside chat. The exchange promises exciting insights into the impressive career of the Spin Master boss – from his beginnings to the management of a globally successful company. There will also be plenty of personal insights – from creative sources of ideas and hobbies to the question of his favourite toy, no topic will remain untouched. The talk starts on Wednesday, 29 January at 2.15 pm in Hall 3A.

With this new format, the Toy Business Forum offers an exclusive opportunity to experience high-calibre personalities from the industry up close. The knowledge platform of the Spielwarenmesse for 20 years, the 2025 lecture area will surprise visitors with a dynamic new concept. From 28 January to 1 February, it will become a stage for inspiration, exchange and innovation. A modern design and international lectures will provide fresh impetus in the 750 square metre area. Food trucks and live bands will also create a relaxed networking atmosphere.

Visitors can attend the Toy Business Forum free of charge and no prior booking is required. All presentations will be provided simultaneously in German and English. The full programme for the Toy Business Forum can be found at www.spielwarenmesse.de/en/toybusinessforum.

Images are available at www.spielwarenmesse.de/media.

9 January 2025 – sr

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



spielwarenmesse

Nürnberg 28 Jan – 1 Feb 2025

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