

In high demand: BRANDmate includes strong brands and a new backdrop

- Perfect mix of well-known names and new exhibitors
- RetailDay brings interests of the trade into sharper focus

Anticipation of BRANDmate is growing. On 25 and 26 June, people from a huge range of sectors with a common interest in licensing and collaboration will be getting together to network and develop innovative ideas for the future. Many highly respected businesses have already confirmed their attendance at the event. The World Heritage Site of the Zollverein Coal Mine in Essen offers participants a new, fashionable location featuring creative showcases. Also celebrating its premiere will be RetailDay, fully integrated into the event and promising inspiring discussions and valuable business opportunities.

IP owners, producers, retailers – for everyone, BRANDmate is the ideal event at which to present brands and products to a fully engaged audience and gain in-depth insights into the latest trends in the field. Demand is strong. With new topics and innovative ideas, g.l.a.m., Hasbro, Kiddinx, Mattel, NBCUniversal, RTL Consumer Products, Seven.One Licensing, Studio 100 International, Tessloff, Vontz, the WDR mediagroup, Wildbrain CPLG and many other companies will be taking part. A large number of new exhibitors have also registered. They include, for example, G. Güldenpfennig, the private label clothing company that has grown into a strong partner for major retail customers in recent decades, offering various products licensed from companies such as Disney, Marvel, Star Wars, PAW Patrol and Looks by Wolfgang Joop.

RetailDay with a practical focus

New this year is 'RetailDay powered by Licensing International and BRANDmate'. A show within a show organised in close cooperation with the licensing association, it takes place on Thursday 26 June – a day devoted exclusively to the topic and tailored specifically to the requirements of retailers in all sectors. Its wide-ranging programme promises high quality presentations from exciting speakers and inspiration from moderated round-table discussions, offering all kinds of insights into the latest trends in licensing, examples of best practice and creative business models.

Perfect collaborations

“The way BRANDmate is developing is terrific,” affirms founder Eva Stemmer. “Our BRANDbabies illustrate just how fruitful and innovative partnerships within our community can be.” She is referring to pairs of brands that have found one another at the event and have enjoyed particular success together. Examples include the Pac-Man Oreo biscuits jointly marketed by food company Mondelez and games manufacturer Bandai Namco Europe, and the launch of the Ardell Lashes product range from audience-ratings star ‘Germany’s Next Topmodel’ (Seven.One Licensing). Ambitious businesses can still grab one of the last few spaces available at the forthcoming event, where they can start creating their own BRANDbabies.

BRANDmate Managing Director Christian Ulrich is looking forward to welcoming the entire sector to Essen. “The commitment our participants have shown thus far, combined with a colourful programme that is both practical and forward-looking, gives us the prospect and promise of two days full of inspiration and intensive networking.”

Latest images: www.spielwarenmesse-eg.de/media

19 February 2025 – sw

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 25 and 26 June 2025 at the Grand Hall at the disused coal mine Zeche Zollverein in Essen. 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 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 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) is active all year round.