

Available now: tickets for BRANDmate

New location, new opportunities, new networking: **tickets** for the fourth edition of **BRANDmate** are now on sale. The leading B2B networking event for brand collaborations, licensing and partnerships takes place **on 25 and 26 June** and for the first time will be in the Grand Hall of the Zollverein Coal Mine in Essen – the UNESCO World Heritage Site with its own unique industrial charm.

The impressive backdrop of this former coking plant provides an ideal environment for creative encounters and innovative business models. Companies, agencies and creatives from the fields of entertainment, toys, sport/outdoor, food, cosmetics, retail, fashion, publishing and many other areas will be meeting up here to develop cross-sector synergies. One particular highlight will be 'RetailDay powered by Licensing International and BRANDmate' on Day two of the event, which is aimed specifically at retailers and will offer practical insights into the latest trends in licensing.

Tickets can be obtained now through the official [website](#). Information on the event and the programme is similarly available online.

Images are available 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 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



Press Release

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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.