



## Trends and topics in focus: media highlights from Spielwarenmesse

- Varied press programme on 27 and 28 January
- Value of Play Conference provides a new stance and ideas

Be the first to report on tomorrow's trends, identify relevant topics and find the right interview partners: as the central gathering for the toy industry takes place this year from 27 to 31 January in Nuremberg, the Spielwarenmesse offers media professionals and content creators a wide range of opportunities. The press team supports them with targeted offers that focus on the first two days of the fair with PressDay and new formats such as the Value of Play Conference. The overview helps press officers to tailor their individual programme precisely to their editorial priorities.

### Atmospheric start

The 75th edition of the Spielwarenmesse kicks off in Hall 3A. The PressDay starts on Tuesday at 8.50 am in the Toy Business Forum with a large **press photo opportunity** – including 30 walking acts as well as Florian Hess, Jens Pflüger and Christian Ulrich, the CEOs of Spielwarenmesse eG. Sebastian Zappel (from 'The Voice of Germany') will provide the musical accompaniment. Afterwards, 15 exhibitors will present their new products in three-minute slots at **ToyPitch**. Another highlight is the **BusPitch**: at around 10.15 am, the press shuttle with the Swiss company Keebox will set off directly in front of the NCC East entrance. At Entrance Mitte, Christian Ulrich and Scarlett Wisotzki, Director of Communications, will guide visitors through the **ToyTrends** 'AI Loves (to) Play' and 'Creative Mindfulness'. Afterwards, expert Stefan Will from Ultra Comix will provide exciting insights into the latest innovations in **Toys for Kidults**.

### Events at the stands

This will be followed by exhibitor activities based on 14 fixed slots and 25 full-day activities. Schmidt Spiele will receive celebrity support from Evelyn Burdecki (11 am, Hall 10.1) and Kekz from Peter Maffay (12.15 pm, Hall 12.2 at Playmobil's stand) – exclusively by appointment for the DACH region. At the same time, the international press will compete against each other in a Tetris



duel at 12.15 pm at Fizz Creations' stand (Hall 12.0). Mattel will offer just as much action with 'Masters of the Universe' (11.30 am, activity area on the 2nd floor of NCC West), Ravensburger with the 'Speed Puzzle Competition' (1 pm, Hall 12.0) and Kosmos with '10 Years of Exit' (1.45 pm, Hall 10.0). In addition, Lego (11.50 am, Hall 12.2 in front of the stand), Cuboro (2 pm, Hall 3A), Fischertechnik, (3 pm, Hall 4) and Hornby Hobbies (4 pm, Hall 7) promise special activities. Between 12 noon and 4 pm Cadeju (Hall 2), French Flair (Hall 3C) and Connetix (Hall 4A) invite visitors to drop by to see their activities. At 4.30 pm, Bruder Spielwaren will conclude PressDay with an after-work beer at its stand in Hall 6. The complete **programme overview** is available [online](#).

### **New format on Wednesday**

The **Value of Play Conference** will celebrate its premiere on the second day of the fair. Moderator Dr Volker Mehringer from the University of Augsburg will shed light on the various facets of play with high-profile speakers at the Toy Business Forum from 8.30 to 10.30 am. Registration at [presse@spielwarenmesse.de](mailto:presse@spielwarenmesse.de) is required for the target audience: experts from science and education, media professionals and content creators, as well as PR and marketing specialists. At 11 am, the coveted industry award, the **ToyAward**, will be presented in six categories at the same location. This will be followed at 12 noon by the Newcomer Tour with Scarlett Wisotzki through the **StartupArea** (meeting point: StartupLounge, Hall 3A, D-05). The event will conclude at 3 pm with a coffee break in the **LicenseLounge**, where press representatives and content creators are invited to network on the topic of licensing in the NCC West foyer.

12.1.2026 – sw

### **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, 27 – 31 Jan 2026