

Pick a winner!

Spielwarenmesse International Toy Fair Nürnberg

30.1 – 4.2.2013



The world meets in Nuremberg

More personal contacts at the International Toy Fair



Worldwide: 2,776 exhibitors (62 countries), 76,055 visitors (120 countries)

Media highlight: 2,500 journalists in Nuremberg

Industry-wide: 1 million products, including 70,000 new products on 160,000 m²

Unique: 808 exhibitors attend no other fair, 30,650 visitors only come here

Ready to make decisions: 88.6 % of the visitors have a license to order

Exhibitors

at the International Toy Fair 2012



Exhibitors

Total: 2,776

From abroad: 68.9 %

Top exhibitors

China: 235

Hong Kong: 162

Great Britain: 153

Italy: 149

France: 136

USA: 134

Netherlands: 118

Spain: 97

Taiwan: 80

Belgium: 54



Visitors

at the International Toy Fair 2012



Visitors

Total: 76,055

From abroad: 54.9 %

Top visitors

Italy: 3,881

France: 3,015

Netherlands: 2,255

Great Britain: 2,155

Russia: 1,986

Spain: 1,883

Austria: 1,689

Czech Republic: 1,653

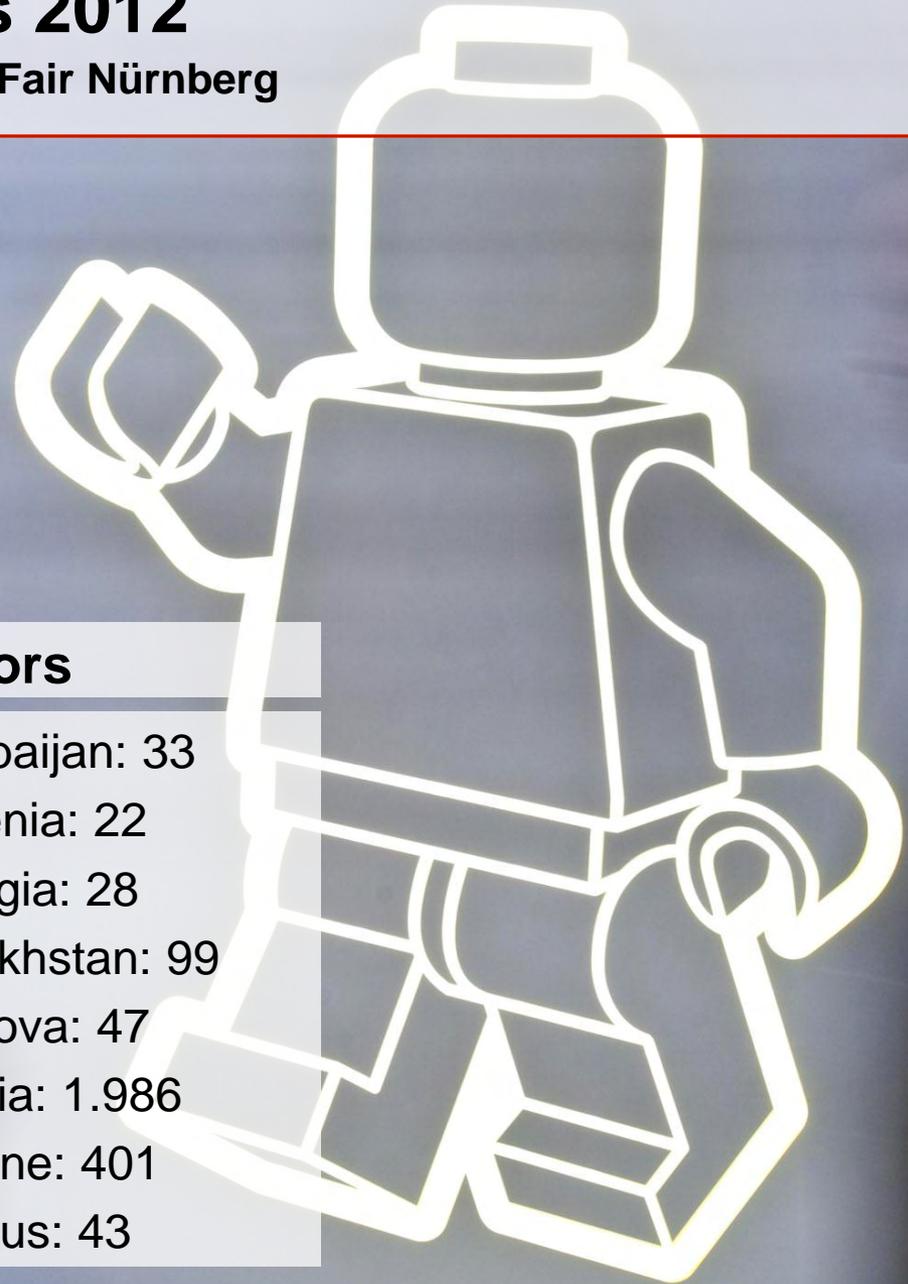
Poland: 1,469

Switzerland: 1,467



Exhibitors and visitors 2012

Spielwarenmesse International Toy Fair Nürnberg



Exhibitors

Azerbaijan: 0
Armenia: 0
Georgia: 0
Kazakhstan: 0
Moldova: 0
Russia: 17
Ukraine: 7
Belarus: 3

Visitors

Azerbaijan: 33
Armenia: 22
Georgia: 28
Kazakhstan: 99
Moldova: 47
Russia: 1.986
Ukraine: 401
Belarus: 43

Toys 3.0 – The next generation

Toy Fair Special 2013



Digitisation of traditional toys and games

Gaming software and hardware

iToys: toys with smartphone/tablet PC

Toys 3.0 – The next generation

Apps to Games and Augmented Reality



iPawn (Jumbo)

Puzzles (Ravensburger)

Mobile-Copter (Jamara)

Toys 3.0 – The next generation

Digital Learning



Magic Moves and Talking Pen

(Learning Resources)



Tiptoi (Ravensburger)

Toys 3.0 – The next generation

Hybrids - Toys & Virtual Worlds



Skylanders (Activision)

Toys 3.0 at the Spielwarenmesse

Example Toy Fair Special 2012: Toys4Teens



Fair highlight of the year

Business tips for traders

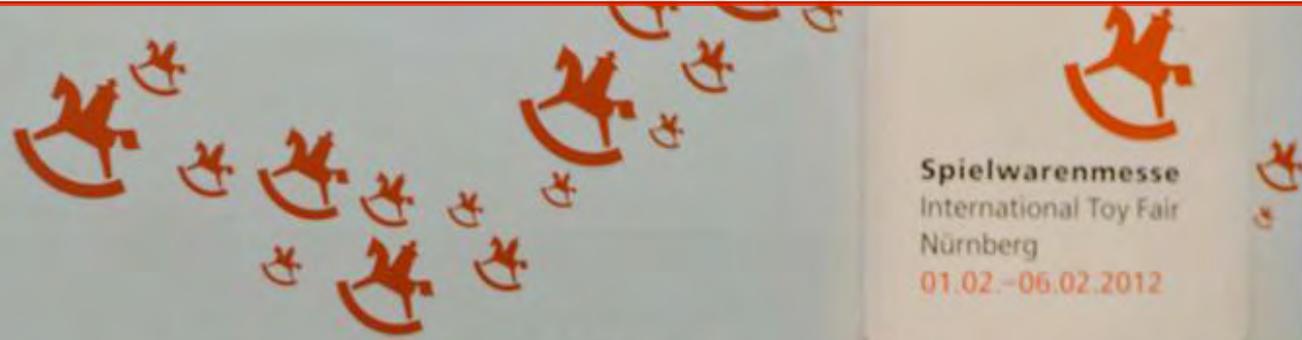
International study

Exhibitors/visitors choose theme

Cross-sector trends and developments

Global Toy Conference

Online retail and marketing



Do I need my own online shop or can I use Amazon, eBay, etc?

What benefits do online shops have for my offline retail business?

How can I use social media to strengthen my customer base?

How does content marketing actually work?

On the last day of the fair, 4.2.2013

Toy Business Forum

Daily knowledge on topical issues



Toy Business Forum

spielzeug



Spielwarenmesse
International Toy Fair
Nürnberg

Themes

Thursday: Trends

Friday: Social Media

Saturday: Toy Fair Special

Sunday: Marketing

Monday: Licensing Trends

Free presentations and panel discussions

Thursday – Monday, 31.1 – 4.2.2013

Daily 1 – 3 p.m. in hall 4

ToyAward

For new products at the International Toy Fair



Five categories based on target groups

Baby&Infant (0–2 years)

PreSchool (3–5 years)

SchoolKids (6–10 years)

Teenager&Family (above 10 years)

SpecialAward (Toy Fair Special)

First selection: by expert jury

Second selection: by fair visitors

InnovationCenter

All the industry's new products



New products pool for trend scouts

Know-how at the Toy Business Forum

Presentation of ToyAwards: testing and voting area for the Traders' Favourite

International pavilions

The International Toy Fair speaks all languages



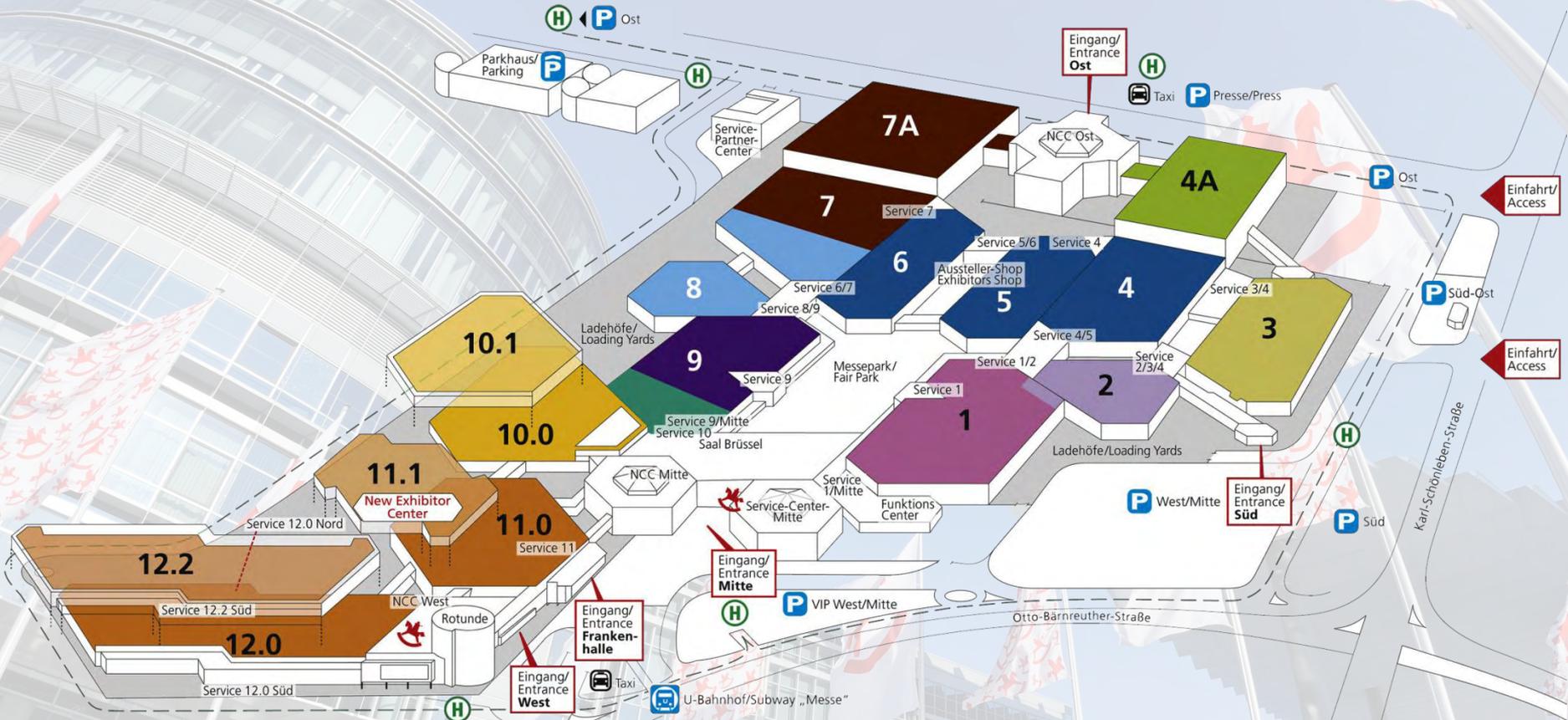
11.0 Gang Aisle C



Australia China Hong Kong India Italy
Japan Korea Sri Lanka Taiwan
Thailand UK USA/ Canada

Spielwarenmesse International Toy Fair

Exhibition halls



Spielwarenmesse International Toy Fair

Hall 12.2 – The permanent stands



MATTEL

All the leading global brands in one hall

Extension until October 2012: 28 permanent stands

Hall area: 13,300 m²

“Mattel Nuremberg Gallery” – Mattel’s biggest global involvement: 2,484 m²

Spielwarenmesse International Toy Fair

Outlook on Spielwarenmesse 2014: hall 3A



Expansion of exhibition site due to constant demand for space

The new hall 3A will be built in time for the International Toy Fair 2014

An aerial photograph of a large exhibition complex with multiple interconnected buildings and a central circular structure. A large white rectangular box with a dotted pattern is overlaid on the left side of the image, containing the text '3A' in red. The surrounding area includes parking lots filled with cars and green trees.

3A

Spielwarenmesse International Toy Fair

Outlook on Spielwarenmesse 2014: hall 3A



Area: more than 9,000 m²

Length: 95 m

Width: 85 m

Award-winning architect Zaha Hadid



Toy Trends 2013

Spielwarenmesse International Toy Fair Nürnberg



Toy Trends 2013

Toy Trends 2013

Tablet Computers for Kids



InnoTab 2 (Vtech)

LeapPad 2 (Leapfrog)



Hello Kitty (Sakar Electronics)

Toy Trends 2013

Apps to Toys



ANNOYING ORANGE

Annoying Orange (The Bridge Direct)



Life of George-App (Lego)



Cut the Rope Apps (ToyWiz)

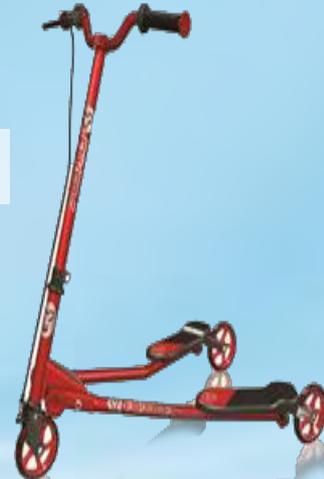
Toy Trends 2013

Body Fitness and Stunts



Rockboard Radiate Skateboard (M.Y. Products)

Y-Fliker (Yvolution)



Flyline (Creative Play International)

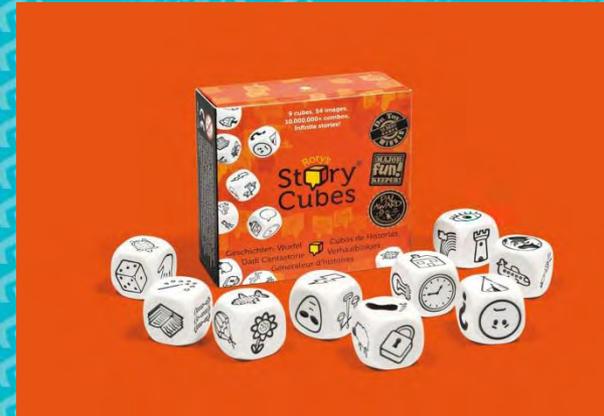
Toy Trends 2013

Customization, Creativity and Storytelling



Inkoos (The Bridge Direct)

StoryCubes (Rory's StoryCubes)



Duct Tape jewelry (Alex Toys)

Spielwarenmesse International Toy Fair

All-year-round knowledge transfer over all channels



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We look forward to seeing you!

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