

# 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 m<sup>2</sup>

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

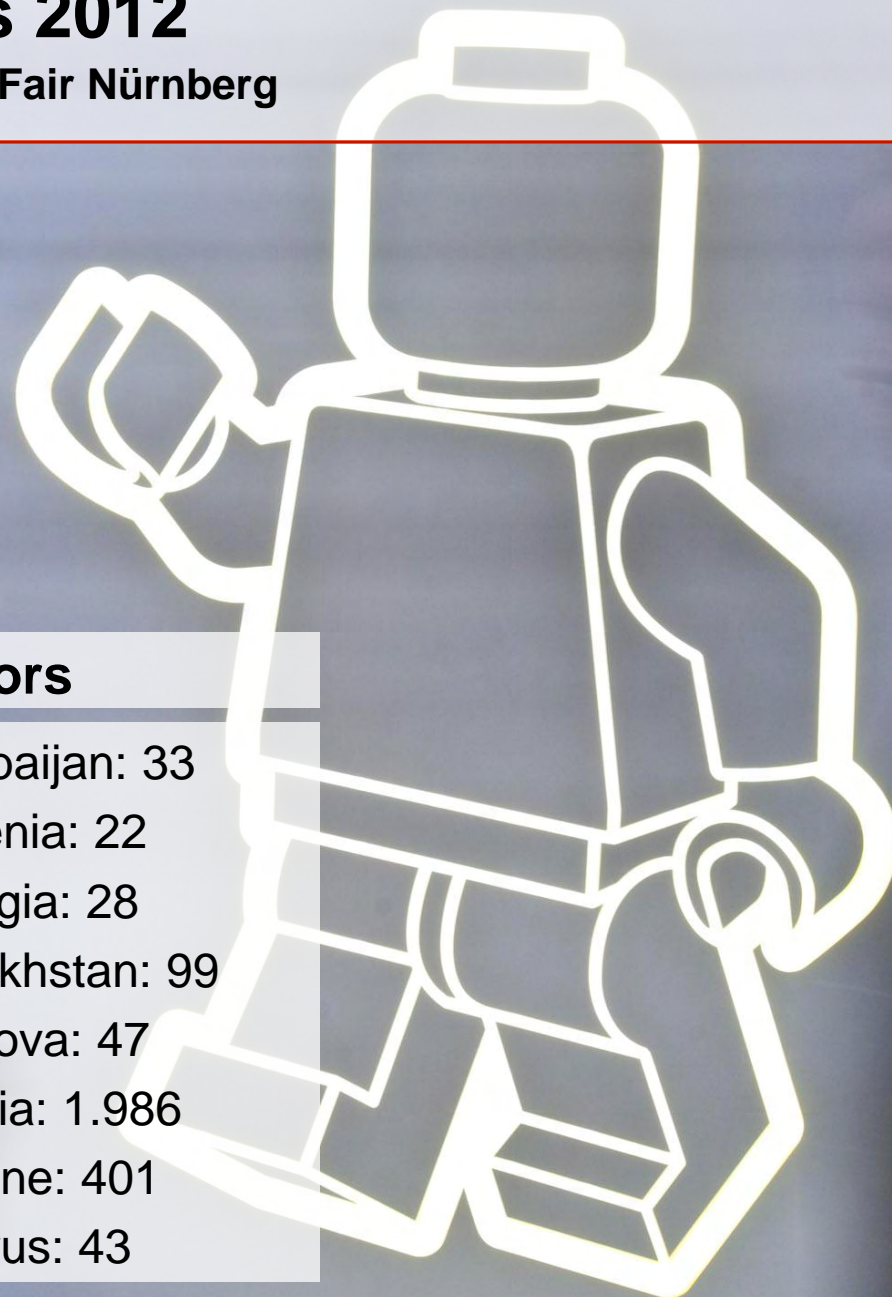
Switzerland: 1,467





# 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



Spielwarenmesse  
International Toy Fair  
Nürnberg  
01.02.-06.02.2012



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



## Themes

Thursday: Trends

Friday: Social Media

Saturday: Toy Fair Special

Sunday: Marketing

Monday: Licensing Trends

Toy Business Forum

spielzeug

  
Spielwarenmesse  
International Toy Fair  
Nürnberg

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

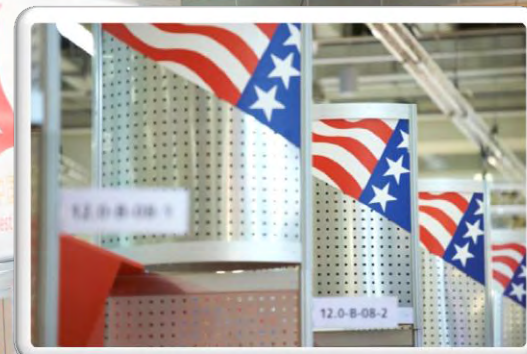


# International pavilions

The International Toy Fair speaks all languages



11.0 Gang  
Aisle C



Australia China Hong Kong India Italy

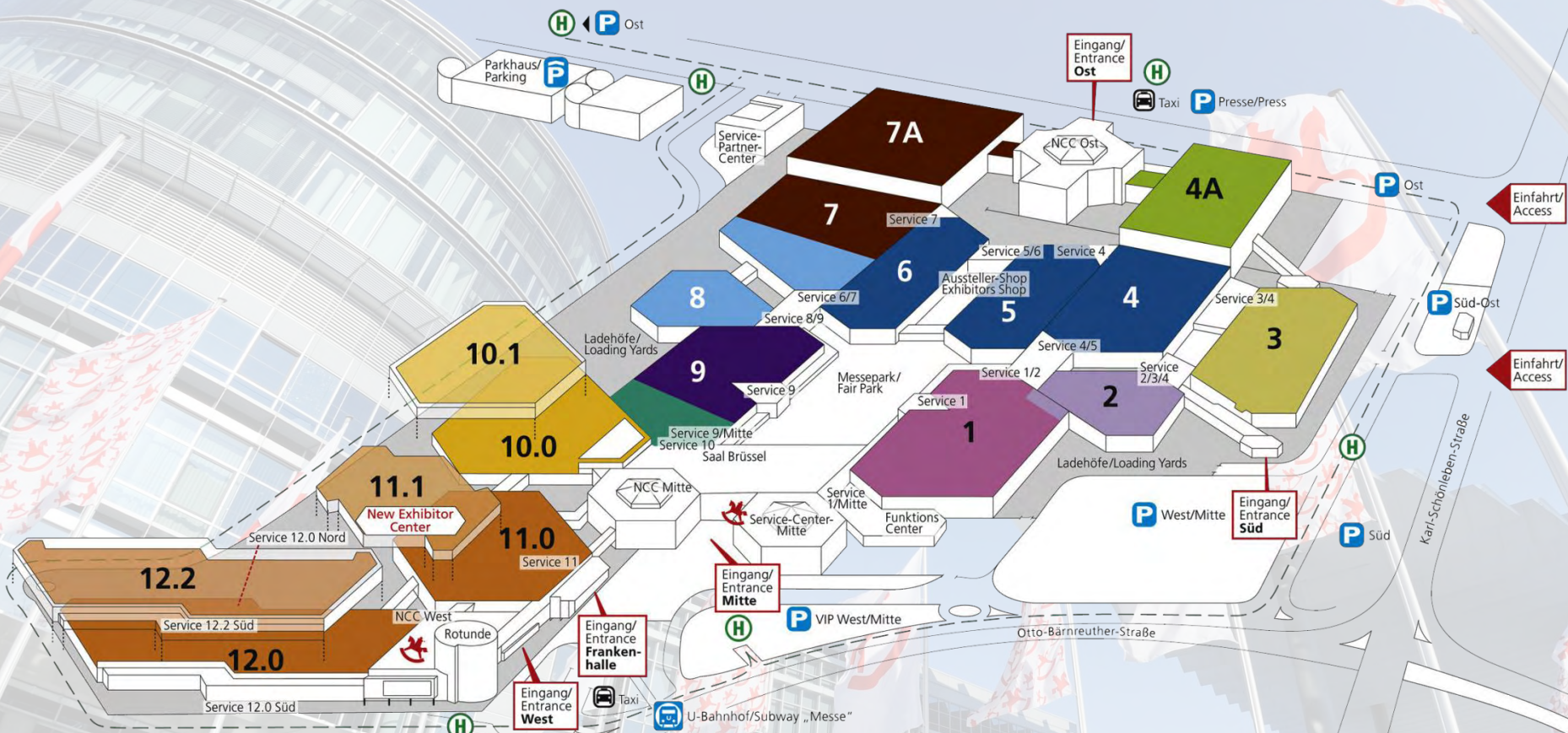
Japan Korea Sri Lanka Taiwan

Thailand UK USA/ Canada



# Spielwarenmesse International Toy Fair

## Exhibition halls





# Spielwarenmesse International Toy Fair

Hall 12.2 – The permanent stands



All the leading global brands in one hall

Extension until October 2012: 28 permanent stands

Hall area: 13,300 m<sup>2</sup>

“Mattel Nuremberg Gallery” – Mattel’s biggest global involvement: 2,484 m<sup>2</sup>



# 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

3A

An aerial photograph of a large exhibition complex. The complex consists of several interconnected buildings with flat roofs. One building on the left is highlighted with a white rectangular overlay containing the red text '3A'. The surrounding area includes parking lots filled with cars, roads, and green spaces with trees. The overall scene is captured from a high angle, showing the layout of the exhibition site and its proximity to urban infrastructure.



# Spielwarenmesse International Toy Fair

Outlook on Spielwarenmesse 2014: hall 3A



Area: more than 9,000 m<sup>2</sup>

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)

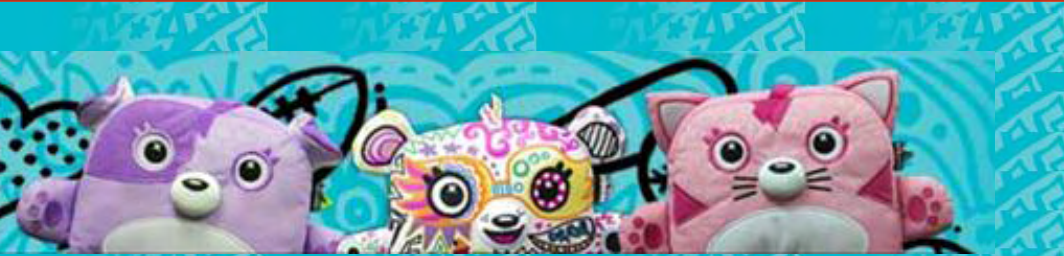


Flyline (Creative Play International)



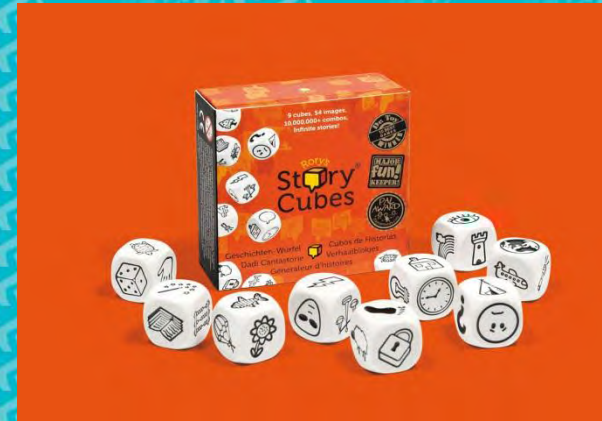
# Toy Trends 2013

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



Toy  
Market



News

YourToyCom  
com



Background  
Knowledge

You  
Tube

Pinterest

facebook

RedPapers

[www.toyfair.de](http://www.toyfair.de)

[www.yourtoycom.com](http://www.yourtoycom.com)

[facebook.com/spielwarenmesse](https://facebook.com/spielwarenmesse)

[twitter.com/inttoysfair](https://twitter.com/inttoysfair)

[youtube.com/spielwarenmesse](https://youtube.com/spielwarenmesse)

[pinterest.com/spielwarenmesse](https://pinterest.com/spielwarenmesse)



# We look forward to seeing you!

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