

World of Toys Pavilion: international exhibitors make their mark at the Tokyo Toy Show

A springboard for export-oriented toy manufacturers: The **World of Toys Pavilion** by Spielwarenmesse eG at the **Tokyo Toy Show** once again enabled international companies to enter the attractive Japanese toy market. 27 exhibitors from six countries presented their products and established new business contacts. The organiser of the trade fair is the Japan Toy Association. The show took place from 28 to 31 August and encompassed two days each for trade visitors and consumers.

The companies were extremely pleased with their participation in the 315 m² pavilion in the Tokyo Big Sight Exhibition Center. Ara Davtian from Craft Hub drew a highly positive conclusion: "We established quite a number of promising contacts with retailers, distributors, and potential partners not only from Japan but also from other Asian markets. Overall, the fair was a success for us and a strong step forward in our expansion across Asia." The comprehensive service package offered by Spielwarenmesse eG was also widely praised. "The team made it easy for us to focus on our goals, thanks to strong communication from application to execution, a great booth location, and excellent on-site support," emphasised Andrew Mancus from Zuru. In addition to personal support, exhibitors also benefited from a turn key booth including basic equipment as well as numerous organisational and marketing services.

The international trade fair programme of Spielwarenmesse eG will continue in 2026. From 12 to 15 January, it will offer manufacturers the opportunity to exhibit at the Hong Kong Toys & Games Fair. Interested companies can secure a place at the World of Toys Pavilion via www.spielwarenmesse-eg.de/en/world-of-toys/hongkong. Registration is also open for the prominently located shared stand at Toy Fair New York, which takes place in mid-February. Companies can register at www.spielwarenmesse-eg.de/en/world-of-toys/new-york.

Images are available at www.world-of-toys.org/media.

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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 **BRANDmania** 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.