



Toy Business Forum 2026: Special formats and new perspectives

- Numerous highlights: Value of Play Conference and TIE Presentation
- Extensive program: ToyPitch, live podcasts and ToyAward

The Toy Business Forum in Hall 3A will once again be the central hub for knowledge, trends, and networking at the 75th Spielwarenmesse. In 2026, the Forum will present an exceptional variety of formats – from inspiring lectures and panel discussions to podcasts and an international conference. The key topics include artificial intelligence, community building, kidults, sustainability, retail and toy industry trends, as well as the future of play.

Diverse industry topics

International experts such as Reyne Rice, Axel Dammler, Theresa Schleicher, Sharon Keilthy, Frank Rehme, Marilyn Repp, and Stefan Will, among many others, will provide insights into current developments and forward-looking strategies. The ToyTrends 2026, innovative use cases, and the opportunities of social selling will be addressed, as well as the challenges and potential of brick-and-mortar retail. On both the Tuesday and Thursday mornings, the motto is “Exhibitors on Stage,” where exhibitors will introduce both themselves and their latest products. “Networking Breaks” at midday create a special trade fair atmosphere. A variety of food trucks offer culinary delights, while live bands and DJs such as Flávio Martins, Chris Kala, P and I, DJ & Sax and Alex Boldin provide a relaxed ambiance.

Exciting highlights

From exclusive premieres to personal industry insights – the program is packed with highlights and surprising perspectives. The ToyPitch opens the Tuesday morning by showcasing exclusive product innovations for the press, followed by the international Value of Play Conference and the presentation of the ToyAward on the Wednesday. Another special format is the Fireside Chat between Christian Ulrich, Member of the Executive Board at Spielwarenmesse eG (Spokesperson) and Peter Handstein (Founder and CEO, Hape) on the same

afternoon, offering personal insights into the industry and current



entrepreneurial challenges in a relaxed setting. Moderated by Ulrich Brobeil (DVSI and President ICTI), experts Antony Kirrane and Lars Vogt (TIE) will provide an overview of the most important changes in the new EU toy regulation on the Thursday and answer questions from the audience. In addition, the new members of the “Model Car Hall of Fame” will be introduced on stage in the afternoon. The two Spielwarenmesse podcasts on Tuesday and Saturday will focus on the challenges faced by startups and offer a behind-the-scenes look at game development with real-world stories. On the Friday, game experts Carol Rapp and Jasmin Karatas will bring their podcast “Der Nerd & der Geek” live to the stage.

The complete program: www.spielwarenmesse.de/en/toy-business-forum

Images are available at www.spielwarenmesse.de/media.

9 December 2025 – sr

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