



75 let sejma igrač Spielwarenmesse – praznujte, odkrivajte in se povezujte!

- Dogajanja po vsem sejmišču in v ToyCityju
- Posebno priznanje: 15 razstavljalcev je prisotnih že od prvega sejma

Natanko 75 dni pred začetkom sejma, 13. novembra, se je v spletnem magazinu »Spirit of Play« začelo odštevanje do velikega jubileja: leta 2026 bo Spielwarenmesse praznoval 75-letnico obstoja – in bo med 27. in 31. januarjem celotno nürnberško sejmišče spremenil v edinstveno doživetje za mednarodno skupnost industrije igrač. S številnimi akcijami, interaktivnimi vsebinami in prostorom za osebna srečanja bo jubilejna izdaja postala nepogrešljivo stičišče celotne panoge.

Enkratna izdaja

»Želimo izkoristiti to priložnost in se zahvaliti vsem, ki soustvarjajo odlično sodelovanje, ter jim omogočiti, da 'svoj' sejem igrač doživijo v resnično posebnem vzdušju,« poudarja Christian Ulrich, predstavnik uprave Spielwarenmesse eG. Uvod v jubilejno leto je že za nami: spletna revija »Spirit of Play« na živahen način pripoveduje zgodbo o uspehu, ki se je leta 1950 začela kot »Deutsche Spielwaren-Fachmesse« (»Nemški strokovni sejem igrač«). Zgodbe, dejstva in ozadja vsak dan ponujajo nove poglede v preteklost, sedanost in prihodnost sejma Spielwarenmesse. Hkrati so razstavljalci ter obiskovalci povabljeni, da delijo svoje osebne zgodbe – z izjemo let 2021 in 2022, ko sejem zaradi pandemije ni mogel potekati v živo.

V središču dogajanja

Med samim dogodkom bodo različne jubilejne vsebine poskrbele za nepozabna doživetja: interaktivna razstava pred centralnim vhodom ponuja zanimiv vpogled v zgodovino sejma in predstavlja njegove ključne mejnike – od hitre internacionalizacije in preselitve na sodobno sejmišče do svetovnih premier izdelkov. Med pomembne mejnike uspeha sodijo tudi napredna digitalizacija in razvoj naprednega mreženja med današnjimi člani uprave Florianom Hessom, Jensom Pflügerjem in Christianom Ulrichom. Kot dodatno vrhunsko doživetje številni razstavljalci po vsem sejmišču



praznujejo jubilej z lastnimi aktivacijami – od interaktivnih igralnih postaj in glasbenih nastopov do kreativnih fototočk.

15 razstavljalcev, ki so del sejma že od samega začetka, bo prejelo posebno priznanje:

EDWIN MIEG oHG TIPP-KICK GmbH

Franz Schneider GmbH & Co. KG

Gebr. Märklin & Cie. GmbH

HABA Sales GmbH & Co. KG Teil der HABA FAMILYGROUP

Heless GmbH

J.A. Huck GmbH & Co KG Metallwarenfabrik

J.G. Schrödel GmbH

Loquai Holzkunst GmbH

Peter Bausch GmbH & Co. KG

Rathgeber GmbH

Ravensburger Verlag GmbH

Sieper Beteiligungs GmbH

Sieper GmbH

Sigikid, H. Scharrer & Koch GmbH & Co. KG

Teddy-Hermann GmbH Hermann Teddy Original

Vrhunci jubileja

Ekskluzivni dogodek ToyNight bo na prvi dan sejma združil vse razstavljalce, medtem ko bo četrtkova RedNight s tematskimi zabavami na stojnicah spodbujala druženje in povezovanje med predstavniki panoge. Poseben večer bo otvoril veličasten ognjemet v sejmskem parku. Tudi v ToyCity Nürnberg bo mogoče spremljati jubilej sejma Spielwarenmesse. Aktualne informacije o vseh dogodkih so na voljo v aplikaciji in na spletni strani www.spielwarenmesse.de/en/75-anniversary. Obiskovalci in »oboževalci« sejma lahko tam na primer okrasijo svojo fotografijo z ekskluzivnim



okvirjem v jubilejnim videzu 75-letnice in tako delijo svoje navdušenje nad največjo sejmsko zabavo leta.

Slike so na voljo na www.spielwarenmesse.de/media.

13.11.2025 – sw

Spielwarenmesse®

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Spielwarenmesse® 2026: od torka do sobote, 27. – 31. januar 2026



Spielwarenmesse milestones 1949–2026: an overview

- 1949** Four visionary entrepreneurs, Carl Ehmann (Märklin), Ernst Theodor Horn (Chief Executive Officer of the German Toy Industry Association), Arno Drottboom (Director of VEDES) and Hans Mangold (GAMA) decide to come together and stage a trade fair for toys in Nuremberg.
- 1950** The first German Toy Fair takes place from 12 to 18 March 1950 with 351 exhibitors and 4,300 buyers – 600 of them from abroad. The fair is opened by the Federal Minister of Economic Affairs, Ludwig Erhard, and takes place in and around the Wieseler Haus in Nuremberg. After this successful premiere, the Fair Committee and 46 other companies form a limited liability co-operative. The Managing Board Members are Ernst Theodor Horn and Fritz Drescher.
- 1951** The rocking horse replaces the Nuremberg city tower as the emblem for the fair and is subsequently retained by the Spielwarenmesse in varying forms.
- 1956** Fritz Drescher becomes the sole Managing Director of Spielwarenmesse eG.
- 1957** The number of attendees at the Spielwarenmesse breaks the 10,000 barrier with 11,500 visitors, 4,000 of them from abroad.
- 1958** The Nuremberg Spielwarenmesse opens up to exhibitors worldwide and the name is changed from the German Toy Fair to the International Spielwarenmesse Nürnberg. With the invitation of international exhibitors, foreign companies become a force for growth, with 60 of the 830 exhibitors at the 1958 fair coming from abroad. The following year, this figure is to be doubled and it has been rising steadily ever since. One-third of the 12,000 visitors are guests from abroad.
- 1973** The International Toy Fair moves into the newly constructed exhibition centre in Nuremberg-Langwasser, which was built in record time. With an overall exhibition space of 52,000 m², this provides enough area to offer a consistent product group structure for the first time.
- 1974** On 1 April 1974, Dr Benno Korbmacher – Chief Executive Officer of the German Toy Industry Association – takes over as Managing Director of Spielwarenmesse eG. He negotiates with Messehallen GmbH, a forerunner of today's NürnbergMesse GmbH, for further expansion of the exhibition centre. Simultaneously, he succeeds in further raising the global standing of the fair.



- 1977** Visitor numbers reach over 30,000 for the first time. 1,567 toy manufacturers – including 644 international companies – exhibit at the fair.
- 1984** 14 December 1984 sees the opening of the multipurpose Frankenhalle, providing the Spielwarenmesse with an extra 10,000 m² of exhibition space.
- 1991** The international character of the Spielwarenmesse continues to be strengthened, and the total number of exhibitors has now reached over 2,000. Of the 2,078 companies, 938 are from abroad. Among the 51,140 visitors, 15,737 are international guests.
- 1996** Gerd Bise becomes Chair of the Executive Board.
- 1997** With the increasing marketing activity worldwide comes a need to modify the logo and the name of the event, which subsequently becomes the 'Spielwarenmesse International Toy Fair Nürnberg'.
- 1998** Hall 12.2 introduces a fresh, new type of exhibition stand to the Spielwarenmesse in 1998: the new concept of the permanent stand. Roughly 30 international businesses, some of them world-famous brands, rent stand space for the entire year.
- 1999** The Spielwarenmesse International Toy Fair Nürnberg celebrates 50 years of existence. The book '50 years of Spielwarenmesse Nürnberg. The story of a success' is published for the occasion.
- 2001** German Federal Chancellor Gerhard Schröder opens the 52nd Spielwarenmesse International Toy Fair Nürnberg.
- 2002** Dr. Hans-Juergen Richter takes over as interim Chair of Spielwarenmesse eG from 26 April until 1 December 2002, when Ernst Kick becomes the new Board Spokesperson at Spielwarenmesse eG. In June of the following year, Ernst Kick is appointed Chair of the Executive Board.
- 2003** German President Johannes Rau opens the 2003 Spielwarenmesse.
- 2004** The Spielwarenmesse launches its new product campaign with the introduction of the InnovationCenter to present new products and to reward the most innovative toy ideas with the ToyAward. The Industry Forum (Toy Business Forum from 2009 onwards) also celebrates a successful premiere, with presentations putting the spotlight on sharing knowledge and experiences.



- 2005** From 1 April 2005, Dr. Hans-Juergen Richter takes on responsibility for of the Legal and Membership Affairs of the Spielwarenmesse eG as an additional Board member.

For the 2005 Spielwarenmesse, the marketing initiative 'Enjoy Toy Fair City' (later to become 'ToyCity') is launched in collaboration with Spielwarenmesse eG.

- 2007** With the newly built Hall 4A, the gross area now available for the Spielwarenmesse is 160,000 m², allowing the fair to rearrange its hall allocations and product areas to meet visitor requirements.

- 2009** The Spielwarenmesse International Toy Fair celebrates its 60th anniversary. German Federal Chancellor Dr Angela Merkel opens the fair.

For the first time, a shared stand is provided for Chinese exhibitors offering high quality 'Made in China' toys.

- 2013** The word 'Spielwarenmesse' is henceforth protected by the German Patent and Trade Mark Office. In the future, the event will be called the 'Spielwarenmesse'; the previous addition to the name - 'International Toy Fair Nürnberg' - is dropped.

- 2018** A new record is set at the 2018 fair, with 2,902 exhibitors from 68 countries.

- 2021** In view of the continuing coronavirus situation, the Spielwarenmesse is cancelled. In its place, 'Spielwarenmesse BrandNew' presents a digital preview of products.

Florian Hess, Jens Pflüger and Christian Ulrich (Spokesperson) take over as the new trio.

- 2022** Due to the global coronavirus pandemic, the Spielwarenmesse is again cancelled. To present their products and optimise networking opportunities, exhibitors, retailers and media representatives gather online on the new Spielwarenmesse Digital business platform.

- 2025** A new hall arrangement awaits those attending the 74th Spielwarenmesse. The architecturally spectacular Hall 3C at the Nuremberg Exhibition Centre is used for the first time. In addition, the presentation area Toy Business Forum celebrates 20 years with a new concept and design.

Spielwarenmesse eG marks its 75th anniversary as a company in 2025.

- 2026** Spielwarenmesse takes place in Nuremberg for the 75th time.



Image material is available at www.spielwarenmesse.de/media.

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