

#### **Insights-X confirms its place as a brand fair for the international stationery sector**

- 5,512 trade visitors from 92 countries affirm concept
- Great support for expo's focus on quality
- Global interest remains strong on all sides

Taking place for the fourth time, Insights-X has clearly matured into a brand trade fair. 5,512 trade buyers (2017: 5,578) from 92 countries travelled to Nuremberg from 4 to 6 October 2018 to experience for themselves the unique atmosphere of Insights-X and to see the strong suppliers it attracts. Compared to last year this was a positive result, given that organiser Spielwarenmesse eG was forced to shorten the stationery expo by a day due to the public holiday on 3 October. Opening for three rather than the customary four days, the event featured 311 exhibitors from 39 countries, showcasing innovative office supplies, back-to-school and hobby articles. This was complemented by a diverse supporting programme which underlined once more the creative and activity-led character of this show.

#### **High approval from all over the world**

Ernst Kick, CEO of Spielwarenmesse eG, concluded: "Insights-X has grown from a discovery fair to a genuine brand fair that is synonymous with quality – all on an international level." Global interest among industry representatives is as high as ever with 56 percent of exhibitors and 44 percent of visitors wending their way to Nuremberg from abroad. The industry members had at their disposal an extended area of 26,500m<sup>2</sup> in three halls, providing specialist retailers and buyers with an even wider range of products across six product groups: Writing Utensils and Equipment, Paper and Filing, Artistic and Creative, Desktop, Bags and Accessories as well as Stationery and Gift Articles. Among the newcomers were prolific and quality brands such as Uhu, Leitz and Pelikan, and start-ups like Bloom your message from the Netherlands. CEO Sjoerd van Dijk was delighted with the level of international participation: "We expected it would be a fair with mainly German visitors. But we had conversations with many visitors from all over the world. From Norway to Dubai." Established companies such as Stabilo International were also happy with the high footfall at their stands. Matthias Paetzolt, Head of Marketing Germany, stated:

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“We were able to welcome our most important customers and key accounts and had many successful business talks.”

#### **Exhibitors praise focus**

A decisive motivation for participating in the fair – both for exhibitors and visitors – is its perfect autumn timing. CEO Michael Giovas of the eponymous company from Greece concluded: “It’s really important that Insights-X takes place in October since all the similar trade fairs are too late for our industry.” The suppliers benefit greatly from the event’s special flair. Heiner Hermann, Managing Director at Nedac, stated: “It’s thanks only to the relaxed atmosphere at the show that we can spend enough time with our customers and on strengthening our business relationships.” The personal service provided by the Insights-X team is also part and parcel of the expo’s unique character. Matthias Schneider, Managing Director at Baier & Schneider, noted, “They are professional, friendly and work to an extremely high level.” Japanese newcomer Wacom, whose products bring the real and digital worlds together, described Insights-X as a cooperative exhibition partner that strives for innovation. Stefan Kirmse, Senior Vice President Brand & Corporate Communication Wacom Europe, commented: “Exhibiting here gave us the opportunity to see just how much Insights-X stands for quality and how it can create new impetus in close cooperation with the exhibitors. Providing a high-quality supporting programme is key to achieving this goal.”

#### **Trade visitors value activity-led promotions**

Based on visitor feedback, the programme at the InsightsArena offered the best display yet. Both the engaging workshops in the Atelier and the PartnerLounge for the 19 participating associations and buying groups were all extremely well attended. Retailers and buyers were delighted with all aspects of the fair. The majority were from the paper, stationery and back-to-school trade and 87 percent were decision-makers. Several trade associations used the synergies at Insights-X to stage parallel events, among them German buying group duo schreib & spiel. “Ever since the start, we’ve been holding our autumn conference at the exhibition centre which gives rise to continuously high levels of participation,” stated a delighted Thorsten Paedelt, Director Sales & Marketing, adding: “The visit from Peter Maffay with Tabaluga generated an additional influx of visitors on the last day.” The

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positive feedback from the trade is in tune with the large proportion of buyers intending to return to Insights-X. 83 percent are planning to attend again next year.

“The consistently positive response confirms that our concept to establish a quality stationery fair for the best exhibitors and buyers, is clearly on track. We certainly won’t be resting on our laurels but are already steering purposefully towards the fifth Insights-X in Nuremberg,” Ernst Kick revealed. Next year, the expo will once again take place over four days: from Wednesday, 9 October to Saturday, 12 October 2019. The additional working day will benefit, above all, the many international trade visitors with long journeys, as it will enable them to spend more time at the fair. The decision to stage the expo a week later also avoids any clashes with the German public holiday on 3 October. An additional change is that Hall 3C will be used in future, replacing Hall 3. The newly built hall is extremely well connected to Halls 1 and 2, leading to shorter routes for visitors.

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#### **Insights-X – Your Stationery Expo**

Insights-X is the industry trade fair for paper, office supplies and stationery. Held each year in October, the event brings together leading brand manufacturers and suppliers of every size in the Nuremberg Exhibition Centre. Buyers and specialist retailers can find an extensive product range for the office, school and home as well as creative and artistic materials. The next event will open its doors from 9 to 12 October 2019. Further information can be found online at [www.insights-x.com](http://www.insights-x.com).

#### **Spielwarenmesse eG**

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg company organizes the world-leading **Spielwarenmesse®** in Nuremberg, **Kids India** in Mumbai, **Kids Turkey** in Istanbul and **Insights-X** in Nuremberg. The range of services provided by the cooperative also includes industry campaigns and the international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit at pavilions featured at trade fairs in Asia and Russia. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. It also has several subsidiaries, including Spielwarenmesse Shanghai Co., Ltd., responsible for the People’s Republic of China, Spielwarenmesse India Pvt. Ltd., covering the Indian market and Spielwarenmesse Middle East Fuarçılık Ltd. Şti., which looks after Turkey, the Near East and the Middle East. The cooperative holds a majority stake in the Russian exhibition company Grand Expo, which organizes **Kids Russia** in Moscow. **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be seen on the Internet at [www.spielwarenmesse-eg.com](http://www.spielwarenmesse-eg.com).