

### Press Release

#### **Insights-X: Stationery fair in Nuremberg to skip a year**

- Digital information offering provides regular interaction
- Exhibitors show their support for expo in 2021

As a result of the Covid-19 pandemic and its global impact, the sixth Insights-X will not be taking place in its usual format. Originally scheduled to open its doors from 14 to 16 October 2020, the event has been postponed until October 2021. To bridge the gap, organiser Spielwarenmesse eG has a range of digital alternatives for exhibitors, trade visitors, buyers, and media representatives. The new offering cannot and shall not replace the physical event in Nuremberg. Renowned exhibitors have already pledged to take part in next year's Insights-X.

Ernst Kick, CEO Spielwarenmesse eG, stated: "It is with great regret that we are having to postpone Insights-X 2020, but it is most definitely the right decision. The health of our exhibitors and visitors has top priority. In our role as organiser, it is always our aim to create a personal experience for everyone. Under the current circumstances, this simply would not be feasible." Travel bans, social distancing and the economic situation of many participants make it difficult, if not impossible, to make plans at the present time. It is encouraging to see that major exhibitors and brands have already expressed an interest in appearing at Insights-X 2021: Exacompta, Hama, Staedtler, Faber-Castell, Schwan-Stabilo, Undercover and Duo Schreib & Spiel are just some of the names wanting to exhibit at the next expo. "This is a huge show of confidence and a clear sign that the industry is continuing to place its trust in Insights-X," the CEO commented.

The stationery expo has not, however, been cancelled in its entirety. The team behind the event is currently working on a web-based offering that is specifically tailored to its target audience. The informative programme will help trade visitors and buyers stay tuned to the stationery market and forge new business contacts. The digital exhibitor and product search, for example, will be endowed with new functions whilst the presentations taking place at InsightsTalks will be staged as a series of webinars. Further details will be announced in the coming weeks and can also be found online at [www.insights-x.com](http://www.insights-x.com).

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Commenting on the situation, Ernst Kick concluded: “Extraordinary circumstances require forward-thinking solutions – solutions that allow us to use the time until Insights-X 2021 in the most effective way possible. However, what we are most looking forward to is meeting again in Nuremberg. After all, trade fairs are the shop window of many industries and, as we all know, industry thrives on personal business relationships.”

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Note for editors: Reprint free of charge. Images are available at [www.insights-x.com/media](http://www.insights-x.com/media).

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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 in October 2021. 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 and Bengaluru 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 and Spielwarenmesse India Pvt. Ltd., covering the Indian market. 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).