

InsightsTalks: Practical knowledge for the stationery sector

- Valuable expert tips on three current topic areas
- Free talks by specialists in German and English

The new stationery platform Insights-X Online has put together an exciting programme of talks for buyers and retailers. As part of the three-day Online Live Event from 14 to 16 October, experts will be sharing relevant business knowledge at the InsightsTalks. The focus will be on crisis management in the retail trade, digitalisation, and sustainability. The talks are completely free of charge and will be offered both in German and English.

Successful crisis management

The Covid-19 pandemic has fundamentally changed the way many people live as well as their consumer behaviour. This development has far-reaching consequences for both trade and industry. In his presentation, Richard Gottlieb will outline the future of the consumer goods industry with a special emphasis on the stationery sector. The CEO of American consultancy Global Toy Experts will discuss future developments in the consumer goods market, whilst also shedding light on changes that need to be made.

Digital point of sale

Digitalisation offers specialist and independent retailers a plethora of new opportunities at the point of sale, not only for targeting customers but also for shaping the buying process. In her role as head of Mittelstand 4.0-Kompetenzzentrum (SME 4.0 Competence Centre) at German market research institute IFH Köln, Judith Hellhake is an expert in the implementation of digital technologies at SMEs. In her presentation, she will look at which digital medium fits which company and the aspects decision makers need to consider when incorporating digital solutions within existing business structures.

Sustainable consumers

The topic of sustainability concerns all industries. More and more customers are showing an interest in environmentally sound products. Lara Baschour and Lukas Burs have discovered what makes sustainable consumers tick. The two experts work together in Consumer Analytics at M Science, the central research unit of Group M. In their talk, they

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will paint a picture of this new target group whilst explaining how sustainability can be incorporated in everyday life and how consumers feel about “green advertising”.

Other speakers and talks relating to the three main topics will be announced from September at www.insights-x.com.

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

Please provide us with a voucher copy on publication.

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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.

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 **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.