

Insights-X Online launches registration for buyers and retailers

- Quick and easy log-on through www.insights-x.online/en
- Online Live Event features engaging programme

The format of Insights-X Online has already met with a positive response from the world's stationery industry. Leading suppliers from 31 countries have decided to participate in the digital platform and present their innovations and product ranges to an international audience. Buyers, retailers, and media representatives wanting to attend Insights-X Online can sign up through the website www.insights-x.online/en from 1 October. The virtual industry gathering organised by Spielwarenmesse eG is completely free of charge for all attendees. Once they have registered, they can start planning their visit to the three-day Online Live Event without delay. Registered participants will be able to use several functions even before the new platform launches on 14 October.

Arranging business appointments

The Exhibitors and Products section provides a compact overview of all the companies appearing at Insights-X Online. On completion of the registration process, buyers and retailers can book one-to-one business appointments with leading brand manufacturers and suppliers even before the Online Live Event gets under way. Companies appearing at the event include prominent names such as Edding, Faber-Castell and Pelikan, as well as Pilot Pen, Stabilo, Staedtler and Uhu. Returning to the event are firms such as Deuter, Lindauer, Sigel and Thorka with its McNeill brand. The new format has also attracted first-time suppliers such as Becker & Becker (Grafik Werkstatt), Jung Verpackungen, Fresk and Pinselabrik Hans P. Maier.

Workshops and product presentations

The programme for the Online Live Event can likewise be found on the website from 1 October. Registered participants can sign up in advance and free of charge for numerous live workshops and product presentations organised by the companies. Among them is Colop, the internationally leading manufacturer of modern stamps and marking devices, which is poised to showcase the digital solution E-mark and its many applications. In addition, Online Schreibgeräte will unveil new ideas for its Calli Brush Pens. In another live

Press Release

event, Wacom will demonstrate the benefits of its products and “digital ink technology” for pupils and teachers in the realm of e-learning.

Informative talks by experts

The Online Live Event also features a varied programme of talks. Twelve experts will share current and relevant insights in ten presentations during the InsightsTalks. The covid-19 pandemic is posing huge challenges for bricks-and-mortar retailers. How retailers can come through the crisis successfully is explained by Prof. Dr. Ayelt Komus, Frank Rehme and Richard Gottlieb. Svenya Scholl, Judith Hellhake, Caroline Zöller, Andreas Kruse and Marco Atzberger, on the other hand, will explain what opportunities digitalisation can offer the retail trade. Jörg Winter, Dr. Harald Käß, Lara Baschour and Lukas Burs will focus in their presentations on aspects of sustainability that are of particular interest to the trade. The talks will all be offered in German and English.

The programme for the Online Live Event is available from 1 October at www.insights-x.online/en.

Text length: 3,122 characters

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.

30 September 2020 – kk

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

Press Release

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.