

Press Release

Growth, quality, international flair:

Insights-X matures into a European stationery hotspot

- 5,087 trade buyers from 89 countries order new products with intensity
- The high quality of the trade fair impresses everyone involved
- Huge international response corroborates the dynamism of this event

Insights-X has firmly reinforced its position in the marketplace as it continues to go from strength to strength. Opening its doors from 6 to 9 October 2016, the second event attracted 5,087 trade buyers (2015: 4,365) from 89 countries, corresponding to a 16.5 per cent climb on the previous year. They were welcomed by 268 exhibitors (2015: 188) from 33 countries, who had come to the exhibition centre in Nuremberg to present their innovative products from the office, school and hobby fields. Organised by Spielwarenmesse eG, the expo extended into Hall 3 for the first time, which also hosted an expanded InsightsArena featuring an activity-based programme that encouraged everyone to get involved.

Growth across the board

Ernst Kick, CEO of the trade fair, states: “We’re delighted with the outcome of the second Insights-X and are particularly pleased with the response it has generated abroad.” Accordingly, the proportion of international exhibitors amounted to 55 per cent, whilst considerably more than 40 per cent of trade buyers wended their way to Nuremberg from outside Germany. The exhibition area has also grown, with Halls 1, 2 and 3 offering around 21,000m². Consequently, the trade buyers were able to choose from an ever greater variety of ideas in the following six product groups: Writing Utensils & Equipment, Paper & Filing, Desktop, Artistic & Creative, Bags & Accessories, and Stationery & Gift Articles.

High levels of satisfaction among exhibitors

Michael Fortdran, CEO of Undercover, went to the second stationery expo with high expectations and was by no means disappointed: “Insights-X has definitely matured and has attracted not only more exhibitors but also more top key accounts. We love the relaxed

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atmosphere here and the personal feel of this event.” The companies clearly appreciate the close and personal interaction with the team at the trade fair. “The organiser’s uncomplicated, solution-led support was great,” states Sebastian Meyer, Head of Marketing and PR at folia. Achieving the right visitor structure is central to the success of a trade fair. “Insights-X enables us to meet a whole host of visitors who are really important to our business. The high footfall and, above all, the high quality of the trade buyers are great benefits,” concludes Elke Thum, Trade Fair Project Manager in the Marketing Division at Hama GmbH & Co. KG. Another factor determining levels of satisfaction among exhibitors is the good timing of this still young stationery expo. “October is the perfect time for us to present our products. From where we’re standing, the fair has been a resounding success – the buyers placed a lot of orders on the spot,” says a delighted Eitan Sebag, COO of Wolf Group Ltd., Israel. Managing Director Charles Nusse is proof that internationality was not just restricted to exhibitors. He was showing in Nuremberg for the first time with his French company Exacompta and was, likewise, delighted with the outcome of the fair: “The trade fair is a great industry hub for Europe. We even welcomed visitors from the Middle East and we’ll definitely be back.”

Trade buyers show their colours

The trade buyers were similarly happy with the overall event. More than 50 per cent of visitors were managing directors and CEOs. The majority of buyers, who in their responses were able to give multiple answers, revealed that they were from the stationery trade (59 per cent) and school supplies trade (44 per cent). 78 per cent said they had either placed orders during Insights-X or were intending to do so after the event. 80 per cent of visitors confirmed they would return. Thomas Köhler, President of VSP (Verband Schweizer Papeteristen – Association of Swiss Stationers) and himself a retailer, describes the unique character of the fair as follows: “The exhibitors are full of enthusiasm. This is where you see the innovations first and I also think the size of the event is really pleasant – Insights-X is like a family.”

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Quality not quantity

The many opportunities for active visitor participation at the exhibitors' stands underline the bespoke nature of this stationery expo. The trade buyers were also able to take part in various workshops in the Atelier at the InsightsArena in Hall 3. Jan Schäfer, Managing Director of Loer & Schäfer GmbH, was impressed by the expanded concept: "The activity-based promotions were a complete success. This area is a great source of inspiration for retailers and the everyday running of their businesses and it enables them to test and grasp new products."

Cross-industry synergies

"This trade fair has a great future," says Christian Alsbaek of Epoch Traumwiesen. The General Manager was just as delighted with the many international trade buyers as he was with the synergies emerging from the fair: "It's great that the concurrent ToyPreview is also complemented by parallel events organised by duo schreib & spiel, Simba Dickie and Vedes as they encourage a whole host of toy retailers to make the trip to Nuremberg as well." This gives stationery exhibitors the opportunity to tap potential new customers, whilst enabling top buyers from the toy industry to view new stationery ideas, office supplies and writing utensils.

The next opportunity to attend Insights-X will be from 5 to 8 October 2017. Commenting on the strategic direction of Insights-X, Ernst Kick says: "This industry offers huge potential for high-quality, sustainable growth. We're striving to create a brand of trade fair that features the best exhibitors and the best trade buyers."

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Note for editors: Reprint free of charge. Images are available at www.insights-x.com/en/photos. Please provide a voucher copy on publication.

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Insights-X – The New 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 5 to 8 October 2017. 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, **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 major 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.