

Insights-X establishes itself as a firm fixture

- 5,578 trade buyers from 99 countries appreciate wide range of products
- Strong international presence underlines expo's growing significance
- Exhibitors and visitors value high-quality stationery event

Presented as a friendly, personal and unique event, Insights-X certainly lived up to expectations when it opened its doors from 5 to 8 October 2017. This was corroborated by the 5,578 visitors (2016: 5,087) who travelled to Nuremberg from 99 countries (2016: 87). The trade buyers and retailers were not deterred by the heavy storm sweeping over Germany, with 10 percent more visitors flocking to the exhibition centre than last year. Filling the venue with life, they marvelled at the diversity of office supplies, back-to-school and hobby products presented by the 305 exhibitors (2016: 268) from 41 countries (2016: 32). The InsightsArena featuring creative promotions with visitor participation, and the new partner lounge, likewise, sparked a positive response.

Interest generated from all over the world

Ever since its premiere in 2015, the young and dynamic stationery expo has been going from strength to strength. This year, it recorded a particularly sharp rise in interest from abroad – with 56 percent of exhibitors and more than 48 percent of visitors wending their way to Nuremberg from outside Germany. CEO Ernst Kick stated: "We're delighted with the strong international response which exceeded our expectations." Covering an area of 25,000m², Halls 1, 2 and 3 featured six product groups, reflecting the innovative spirit of Insights-X: Writing Utensils and Equipment, Paper and Filing, Desktop, Artistic and Creative, Bags and Accessories and Stationery and Gift Articles.

Perfect timing in autumn

The exhibitors from Germany and abroad all praised the concept behind the fair. They particularly appreciated the high level of professionalism which was delivered with a distinctly personal touch. "Insights-X is friendly and familiar, and it's well organised in every way. We were also really happy with the service we received before the fair," stated Ulrike

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Lorber-Gee, Managing Director Laurel Klammern. Another reason for the stationery expo's resounding success is its early timing in October. Lídia Branco of D.K.T. Representações, based in Portugal, explained just how important timing is: "Insights-X allows our customers to submit their orders in good time – January or February is too late for the back-to-school season." According to Managing Director Holger Brosche, the high quality of the trade buyers was the main reason for newcomer Heinrich Sieber to exhibit at the fair. Mr Brosche's expectations were indeed surpassed: "Insights-X has a great floor concept which ensures that the visitors are less stressed. It also attracts the key stationery buyers." This view was also shared by Stefan Matschke, Sales Director Faber-Castell: "We're very pleased with our appearance at the fair and we were particularly happy with the quality of the visitors." Another factor contributing to the event's success was that it attracted members of the stationery community from all four corners of the globe. "Our team was able to forge excellent national but also international contacts, whilst also holding professional talks," emphasised Nadine Mangelsdorf, in charge of marketing at Hamelin.

Visitor participation – a source of fun

The retailers and buyers at Insights-X, likewise, gave positive feedback. The majority of visitors work in the paper, stationery and back-to-school fields, with 87 percent playing an important or key role in buying decisions. Eager to return to the next stationery expo in Nuremberg, they attach importance to discovering new trends and ordering innovations in a relaxed business atmosphere. Managing Director Andreas Woigk intends to visit again next year: "We've been coming here since the outset and are pleased to see the expo developing so well. It's a firm fixture in our diary." Fellow retailer Klaus Müller not only finds the selection of products exciting but also the supporting programme: "Besides placing our orders, my team and I also had lots of fun with the many promotions in the InsightsArena, which incidentally gave us plenty of inspiration for our own store." The entertaining promotions and offerings in Hall 3 covered a broad spectrum of themes and encouraged visitors to get actively involved. Next door, the Lounge celebrated its debut for 14 associations and buying groups. Many of their members used this area to network in a calm environment.

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Ernst Kick concluded: “The positive feedback and the excellent outcome of Insights-X confirm that our bespoke concept has been embraced by all members of the industry. It encourages us to keep our sights on producing a high-quality event with a personal feel.” The next Insights-X is scheduled to take place from Thursday, 4 October, to Saturday, 6 October 2018.

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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 from 4 to 6 October 2018. 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.