

The HABA Virtual Spring Trade Fair 2022

Offers Opportunity to Experience New Products and Conduct Business Meetings

Bad Rodach, January 14, 2022 – Retailers, inventors, journalists and all toy & game industry colleagues are invited to participate in the "HABA Virtual Spring Trade Fair 2022." Under the motto "Our journey into the future continues," extensive information about new HABA products will be available to you both in digital format and in videos from February 2-6 at www.haba-show.com. Exciting new toys include a delightful musical domino set for the Kullerbü ball track, a Terra Kids Catamaran building kit, "Hide and Go Sloth!" game, fluffy roly-poly koala bears, and Maxime the baby doll just to name a few.

The motto "Our journey into the future continues" can be visualized on www.haba-show.com by the HABA rocket that lands on a new planet, representing encounters for today and the future. Meetings and confidential discussions are a central focus for HABA; virtual meeting rooms provide space for private personal discussions in pairs or groups. HABA employees will use these meeting rooms to present new products and answer questions.

"After the positive feedback last year, we decided to offer our virtual spring trade fair format again this year," says Verena Bammert, Chief Marketing Officer at the HABA FAMILYGROUP. As a pioneer of virtual toy fairs, HABA is thus continuing the concept, which was tested for the first time in 2021.

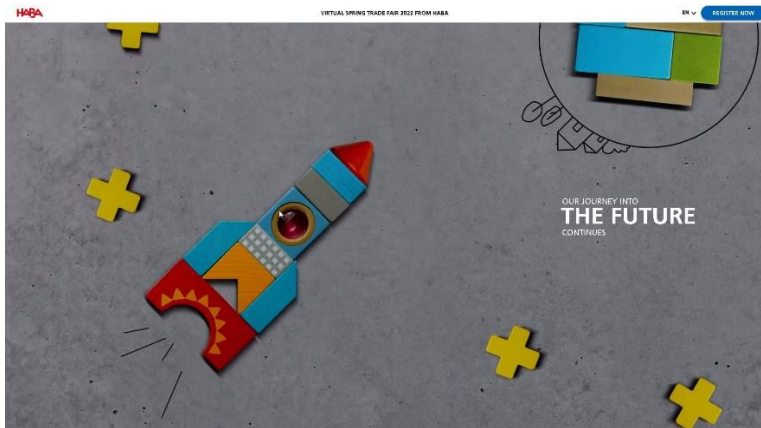
Log in directly to the platform

To attend the "HABA Virtual Spring Trade Fair 2022" interested parties can register directly at www.haba-show.com. Registration is completed quickly in just a few steps. All registered users receive an access link by e-mail.

The HABA digital platform will be accessible beginning at midnight CST February 2nd. From February 6th to February 18th the Virtual Spring Trade Fair will remain accessible as an information platform only (no meeting rooms). Visitors to the HABA online area of the Nuremberg International Toy Fair website will be forwarded directly to the HABA Virtual Spring Trade Fair 2022 for registration.



Photo:



Registration for the HABA Virtual Spring Trade Fair 2022 takes place directly on the platform www.haba-show.com.

About HABA

HABA has made it their mission to bring joy to children. At the same time, children also develop abilities such as social, fine motor skills, and communication skills. Our products allow children to develop at an age-appropriate level and without pressure. Our toys allow us to accompany babies and toddlers in all their individual developmental stages. We go on expeditions and adventures in nature with children and our Terra Kids outdoor products. People of all ages come together at the table with our family games. We support children and their families. Every day. From the very start. For a lifetime.

Press contacts

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