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Spielwarenmesse 2025

—

Meet the French delegation

Nuremberg | GERMANY | 28 Jan - 1 Feb 2025

My contacts

Business France Paris

Anthony FIOROTTO

Project Manager

+33 (0)1 40 73 34 51

+33 (0)6 58 73 01 18

anthony.fiorotto@businessfrance.fr

Elise GASQUET

Project Manager

elise.gasquet@businessfrance.fr

Business France Düsseldorf

Adeline NOËL-GRAUTMANN

Lifestyle & Healthcare Department

Manager

adeline.noel-grautmann@businessfrance.fr

Victoria SCHMIDT

Export Advisor

victoria.schmidt@businessfrance.fr

Editor: Business France


Publication Director: Benoit Trivulce, Directeur Général par intérim

Design: Business France / JPM

Business France - The head office : 77 boulevard Saint-Jacques, 75014 Paris.

Marseille establishment : Espace Gaymard - 2 place d'Arvieux, 13002 Marseille.

EPIC Business France - RCS : 451 930 051 R.C.S. Paris.

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Business France has a clear mission: to boost French entrepreneurial audacity in France and throughout the world. Thanks to our network of more than 1,400 employees in France and worldwide, we support French export businesses step by step, providing advice, crucial information on the markets and access to reliable partners.

We also promote France to foreign investors, making it easier for them to establish themselves.

At the same time, we promote the VIE international internship program, a unique experience for young talent abroad.

Alongside CCI France and Bpifrance, we form Team France Export, supporting France's different regions and their entrepreneurial fabric as they succeed in international markets. Together, let's raise the flag of French business throughout the world!

www.businessfrance.fr



ACFJF (Association des créateurs- fabricants de jouets Français)



www.acfjf.fr

The French Association of Toy Creators and Manufacturers (ACFJF) was founded in 2014, this non-profit association brings together 76 members, creators and manufacturers of toys, board games and creative leisure activities, representing a 16,3% part of toys sold in France. Whether integrated in our heritage, or founded more recently, these companies share the goal of uniting the French toy industry.

The ambition of The French Association is to support French toys through a commercial and industrial support network.

“Now more than ever it is possible to create and manufacture toys in France”.

For further information, please visit :
<http://www.acfjf.fr/>

Floor plan

HALL 12 - Stand D16

D-16-1	D-16-2		D-16-3	D-16-4			D-16-19
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D-16-5	D-16-6		D-16-7	D-16-8	D-16-9	D-16-10	D-16-18
LITOGAMI	INFANTINO		BLINKBOOK	TIKINO	NATURE CHALLENGE PROTECT	DOUDOU ET COMPAGNIE	JOUECABOIS MECABOIS
							D-16-17
							BUSINESS FRANCE
D-16-11	D-16-12	D-16-13	D-16-14	D-16-15	D-16-16		
ETOILIIUM BY ASTRES ET CIE	MANUFACTURE EN FAMILLE	TOPLA	ATM GAMING	LE JOUET SIMPLE	LUNII		

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28 Design



Claudette MARCHAL

+33 (0)9 61 36 93 11

+33 (0)6 33 33 37 04

claudette.marchal@28design.fr

www.28design.fr

LinkedIn: 28design

Key-words: Wooden Toys Design
Creation Exclusivity

28 DESIGN is a company created in 2016 by four people who are passionate about wooden toys. We study classic toys projects in its entirety: product design, 3D visualisation, prototyping, pack-shot photos, graphic design of the packagings, compliance with current safety or eco standards, manufacturing in our partners factories, quality control. Our main strengths: our knowledge of the market and manufacturing methods for wood, fabric and cardboard. Our commitment: a high quality of service to accompany you throughout your projects, from the idea to the realisation.



HALL 12 - Stand D16-18

A+ Jouécaboïs / Mécaboïs

Christophe FRESNAIS

+33 (0)2 99 98 37 50

+33 (0)7 77 00 75 80

jouecaboïs@orange.fr

www.jouecaboïs.com

Facebook: jouecaboïs.mecaboïs

Key-words: PEFC – Natural Wood –
learning toys – building basics,

MÉCABOÏS
Je construis Je m'éveille Je grandis
JOUÉCABOÏS
...DE LA FORÊT À NOS ENFANTS...

Made by a French lumber mill, family-owned for 100 years. Our customers know that we understand their desire to care for our planet. They prioritize the quality and traceability of the toys they offer to their children and grandchildren, and also with an affordable price. This is exactly what we offer! In 2014 Jouécaboïs was a founder member of ACFJF, The French Association of Toys Creators and Manufacturers, which gathers in 2022, around 40 French companies in the games and toys sector.



ATM Gaming



Jean-Baptiste CAMPION

+33 (0)6 50 94 73 87

jb@atmgaming.fr

atmgaming.eu

TikTok: @littlesecretfr

Key-words: Eco-friendly –
Entertaining – Easy-to-learn –
Community-driven – Family-friendly

ATM Gaming is a leading creator of board games, founded in 2018. With over 60 games launched and more than 2 million copies sold worldwide, the company has quickly established itself in the global market. Its games, such as Quick Stop, Little Secret, Umverschamt, Knisterkiste, Gravity are known for their engaging gameplay, fostering fun and connection among players. ATM Gaming emphasizes eco-friendly practices, with all games produced on FSC-certified paper and made in Europe. The company also donates 1% of its profits to charity. Operating in over 17 countries, ATM Gaming combines creativity and social responsibility. With a strong online presence and strategic partnerships, their games have become bestsellers, especially in Europe. ATM Gaming is also excited to present new titles every year to create fresh and captivating experiences for all ages. Stay tuned !!



Blinkbook



Alix PELLETREAU

+33 (0)6 16 96 07 05

alix@editions-animees.com

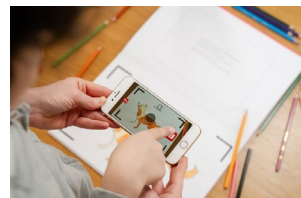
www.editions-animees.com

Facebook: EditionsAnimees

Instagram: editionsanimees

Key-words: creativity notebook
animation cartoon education

Coloring books that come to life when photographed, thanks to the free BlinkBook application! Magical. The process is simple: 1 - color 2 - take a photo 3 - magic! The drawing comes to life as a cartoon. Like many manual activities, coloring stimulates children's concentration and creativity. With Carnets Animés, they're rewarded by discovering their work in a cartoon. They can also record their voice to imitate a knight or fox, or change the language. The coloring books come in a variety of themes, including the arts, fairy tales, heroes, science... Books are sold in bookshops, concept stores, museums... They can also be tailor-made for museums, stores, events... Everything is designed, developed and manufactured in France.



DOUDOU et Compagnie



Lheen KHALID

+33 (0)1 30 40 30 75

+33 (0)6 64 91 09 42

lkhalid@doudouetcompagnie.com

www.doudouetcompagnie.com

www.loursfrancais.com

Instagram: doudouetcompagnie_officiel

Key-words: soft toy – plush toy – know-how – creation – licenses

For over 20 years, the Doudou et Compagnie group has been supporting families with passion and expertise, embodying unique know-how in the world of comforters and stuffed toys. Recognized for its two iconic brands – Doudou et Compagnie, the undisputed comforter specialist, and Histoire d'Ours, creator of stuffed toys – the group's mission is to convey softness and tenderness through creations imbued with authenticity. The group's DNA is based on strong values: awakening the senses for toddlers, by enveloping them in safety and comfort, but also escape and imagination for older children.



📍 HALL 12 - Stand D16-11

Etoilium by Astres et Cie



Astrid BUISSET

+33 (0)6 63 69 10 82

astrid@etoilium.com

www.etoilium.com

Instagram: etoilium_
lereservoirdetoiles

Key-words: autonomy - educational
games- low-tech learning -
concentration - motivation

Astres et Cie is a Breton company, founded by Astrid and Amicie, long-time friends who have always worked for children in two very different worlds: one for game brands, the other as a school teacher. It markets Etoilium and its easels suitable for all children from 3 to 11 years old.



Gipsy Toys - Clixo



Sandra CALLAHAN

+33 (0)2 31 35 81 81

+33 (0)6 30 48 32 14

sandra@gipsytoys.com

www.gipsytoys.com

Facebook: @GipsyToys

Key-words: Design - Quality - Plush
- Softness - Creativity

Founded in 1982, GIPSY TOYS is a French family company that has been designing and distributing plush toys for two generations. Renowned for their quality, our plush toys are distinguished by meticulously selected materials, fine embroidery and a unique sense of detail. From “classic” plush to sound and interactive models, our product range aims to stimulate creativity and support children at every stage of their development. Committed to CSR, we use more and more recycled materials, in particular post-consumer bottles. Our GOLD ECOVADIS medal, awarded in March 2024, places our company in the top 5% worldwide for social responsibility. Present in over 40 countries and a member of the ACFJF (Association des Créateurs de Jouets Français), we are honored to represent French excellence and creativity at the Spielwarenmesse trade fair. The creation and the distribution of the Phryges, the Official Mascots of the Paris 2024 Olympic and Paralympic Games, has strengthened our international visibility and reputation!



Infantino



André DELORE
+33 (0)6 37 63 60 81
andre@bkids.com

www.infantino.com

Key-words: carrier silicone bath mats sleep

Infantino is a nursery and infant toys leading brand in Europe and USA. Number 1 brand for baby carrier. We cover all major segments for parents and babies. Baby carriers, feeding accessories, Gym and mats, bath toys, sensory toys, gears



Le Jouet Simple.



Nicolas CHASSIN DE KERGOMMEAUX

+33 (0)4 65 84 12 68

+33 (0)6 22 51 62 45

nicolas@lejouetsimple.fr

www.lejouetsimple.fr

Facebook: LeJouetSimple

Instagram: le.jouet.simple

LinkedIn: le-jouet-simple

Key-words: Recycled plastic – Bath toys – Recyclable toys – Preschool toys – Eco-friendly

Founded in 2021, Le Jouet Simple is a French toys manufacturer. We make 100% recycled and recyclable toys for toddlers from 6 months to 5 years old. First brand to include a refund system directly in toys, we are playing in the circular economy. When children no longer play with our toys, parents can return the products to us so that they can be recycled into new toys. Made from a single recycled material, ours 100% recyclable toys are working thanks to children's creativity. They will have many uses and different lives. We made bath toys, baby toys, building and imagination toys all of them are easy to clean and dishwasher safe.



Marc LEBAS

+33 (0)6 80 62 57 67

info@litogami.com

www.litogami.com

Key-words: Ecodesign – DIY – solar-powered – cardboard – model cars and houses

LITOGAMI has set itself the goal of designing and publishing ecological and socially responsible objects with simple design at affordable prices: poetic and playful objects that teach children and adults while having fun. These eco-objects are easy to ship, and combine photovoltaics, a technology of the future, with a timeless design and a cardboard structure that can be easily customised. The first of these, Casagami, was launched in 2013, and the second, Autogami, in 2016. Since then, the range has expanded to include new products such as Citigami, the illuminated greetings card, the eco-responsible greenhouse (with watercress seeds to grow), the lighthouse and the flashing Eiffel Tower. Our products are designed and manufactured in France, mainly in the Nouvelle Aquitaine region, and are sold all over the world.



Lunii



Elsa RIBOUCHON

+33 (0)6 30 05 15 12

elsa.ribouchon@lunii.com

www.lunii.com/fr-fr

Instagram: luniimaginaire

LinkedIn: luniimaginaire

Key-words: imagination –
interactive – audio fiction – curiosity
– sustainable

Putting imagination at the heart of children development" is more than a belief, it's our purpose! As pioneers in the storyteller market, we already have awakened the imagination of more than 2 million children worldwide. Convinced by the power of imagination and aware of the effects of screen overexposure, we offer children, from 3 to 11 years old, interactive audio exploration worlds to help support their cognitive development. In 2016, My Fabulous Storyteller, our flagship product for children from 3 to 8 was born, followed by FLAM in 2023 (for children from 7 to 11). Through audio fiction, children can learn through play, open up to the world, stimulate their imagination, and cultivate their curiosity. Committed to a sustainability approach, all of our audio products are made in France, cocorico !



Manufacture En Famille



Elisabeth DUSSERT-VIDALET

+33 (0)6 21 49 60 31

elisabeth.dussertvidalet@gmail.com

www.manufactureenfamille.com

Instagram: manufactureenfamille

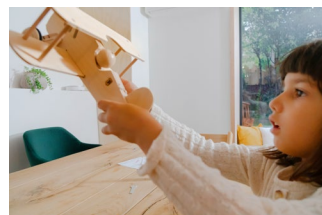
Facebook: ManufactureEnFamille

Key-words: wooden toys – family project – to build together – woodworking – SHARING KNOWLEDGE

MANUFACTURE EN FAMILLE is a new concept which motivates children to learn ...by doing! Our wooden toys propose to the family a building project. Families will enjoy high quality time, learning through fun while building the ultimate wooden toy! You'll see how your child, feeling attached to his toy will be careful with it. He's proud of it because he made it himself.

OUR VALUES, OUR VISION:

- **HANDS... WHERE TRUE EDUCATION BEGINS!** « hands-on learning » can play a pivotal role in a child's development, increasing their self-confidence.
- **THE JOY OF SHARING KNOWLEDGE** Great satisfaction can be derived from passing down skills to future generations.
- **MADE IN FRANCE** Our products are designed and manufactured in France, as much as possible based on french or european components to reduce environmental impacts. The wood comes from sustainably managed forests.
- **BEAUTIFUL AND MADE TO LAST** Our objects are long-lasting treasures because they are beautiful, stimulating, and timeless.



📍 HALL 12 - Stand D16-1

MBi



Nicolas BRASSEUR

+33 (0)2 32 82 92 92

+33 (0)6 11 83 68 13

nicolas.brasseur@mbi.toys

www.mbi-international.com

Key-words: flexible efficient

MBi is working in the toy business for over 80 years. Today we are developing our products in France then the production is done either in Europe or in China under the control of our Hong Kong Branch. All our production is following strictly the latest European safety regulation for toys. We are members of the toy's regulation comity in Europe l'AFNOR.



Nature Challenge Protect



Ghaïs-Victor HADIFI

+33 (0)4 67 60 05 07

+33 (0)7 81 77 36 23

victor@bioviva.com

www.bioviva.com

LinkedIn: bioviva

Instagram: biovivaeditions

Key-words: trading cards –
collecting cards – board games –
nature – educational

Nature Challenge Protect is a new range of more than 300 cards to collect, to discover and to protect animals from all over the world. The more endangered a species is, the rarer its card is! Build your deck with your favorite animals and challenge your opponents to save the most endangered species. This collection comes with various products:

- The “must-have” booster containing 10 random cards with different degrees of rarity with one shiny card
- The 3 and 4 booster packs to quickly boost your collection and obtain the exclusive shiny Totem card contained in each pack
- The starter pack which contains everything you need to play the game

- And the Tournament to play with 1 to 4 players. In this 1st edition, the Eastern Black Rhinoceros is the emblem of this collection. Only 583 individuals still live in the wild, and that’s why Bioviva has printed only 583 copies of its card. A good way to raise awareness of the urgent need to protect this species. With this collection, Bioviva is taking an active part in protection programs of 10 endangered species with the financial support of the Bioviva Foundation.



Sporteus



Stéphane DELIMOGES

+33 (0)4 73 85 30 61

+33 (0)6 80 44 56 21

s.delimoges@plastico-rototech.fr

www.sporteus.eu

Key-words: Manufacturer – Balls –
Balloons – Sport – Juggling

Sporteus is the only French company specializing in the manufacturing of educational, sports, and leisure balls. Since 1965, our factory has been producing flexible, safe, high-quality, innovative, and recyclable products, supporting children in their learning and motor development. Innovation is at the core of our strategy. For example, we developed the first hygienic whistle, the WIZZBALL, the first “soft” petanque balls with the playing characteristics of steel balls, and the first multicolored balls made from recycled PVC. Our "Origine France Garantie" label is a testament to the quality and safety of our products. Committed to environmental responsibility, we focus on a circular economy and local production, strengthening our leadership in sustainable and responsible innovation. This approach drives us to find new ways to repurpose our waste and to develop more advanced recycling technologies.



Tikino



Laurène ALTMAYER

+33 (0)6 99 51 99 43

laurene@tikino.fr

www.tikino.fr

Instagram: tikino_fr

LinkedIn: tikino

Facebook: tikinofr

Key-words: Educational – video content – projector – sustainable – entertainment

At the origin of Tikino lies the need to offer children a new way to enjoy animated images. As tablets and smartphones become ubiquitous, we aimed to create an everyday object specifically designed for children that harnesses the full emotional, entertaining, and educational power of images without the drawbacks of electronic screens. Thus was born Tikino, a projector specifically tailored for children aged 3 to 10, coupled with a digital catalog of high-quality playful and educational content. Tikino leverages the full potential of visual power while being perfectly suited for children: the projected image emits no direct blue light, the intentionally slow frame rate is gentle on the child's eyes and brain, and finally, there is no risk of children being exposed to inappropriate content. Tikino brings a groundbreaking innovation by combining audio and projected animated images in a device designed specifically for children, making it currently unmatched in its market.



TOPLA



Frederic BALLNER

+33 (0)6 80 11 51 25

frederic@playtopla.com

www.playtopla.com

Instagram: playtopla_officiel

Facebook: toplatoys

Pinterest: playtopla_officiel

LinkedIn: toplat

Key-words: card games – board games – family games – fun – eco-friendly

TOPLA is a company specializing in card games and board games, founded 10 years ago, and today it develops games designed for fun and intelligent moments with family or friends. At TOPLA, we are convinced that games are a powerful driver of social and personal change. "Play to change the world!" is our motto and our belief. Our games focus on positive energy, inclusivity, equal opportunities, education for harmonious sexuality, access to science for all, discovering others, and mental agility because all of these are needed to make the world a better place! Our games are translated into several languages. We are currently present in Switzerland, Belgium, Spain, and NYC. Our games are designed in France and manufactured in an eco-friendly manner in the CEE region of Europe. They are durable and recyclable and promote responsible consumption. They are certified with an Eco-Friendly label.



Wallaby Boomerangs



Stéphane MARGUERITE

+33 (0)9 67 58 60 81

+33 (0)6 81 00 05 16

stephane@wallabyboomerangs.com

www.wallabyboomerangs.com

Instagram: wallabyboomerangs

Key-words: handcrafted
recreational wooden beginner
boomerang

Wallaby boomerangs is a French based company established in the beautiful city of Hyères, located on the French Riviera, by World class boomerang thrower Stéphane Marguerite since 1993 and is one of the major manufacturers in the boomerang scene and the first one to develop Eco/friendly product. Stéphane has won many titles, World record in consecutive catch in 1989. Wallaby is known for a well-thought wooden boomerangs lineup, innovative and timeless designs in their shapes. My mission is to design and build the highest quality, sweetest performing, lightweight and durable wooden boomerang to all levels of throwers all around the globe. I also drive to grow the sport by designing contemporary shapes available for beginners of all the ages. I assume responsibility for our environment that is one of the principles of my corporate philosophy.



Zanzoon



Thierry COLLIGNON

+33 (0)1 47 38 68 68

+33 (0)6 87 27 80 61

tcollignon@zanzoon.net

www.zanzoon.com

Key-words: Innovation -
Interactivity - Uniqueness - Richness
- Quality and Safety

Founded in 2006, ZANZOON creates and manufactures original electronic and interactive games for children and families. Its products offer never before seen interactive voice experiences for playing alone or in a group, without the need for a screen. Zanzoon toys enable children to grow up learning and having fun. Best-sellers such as Pokémon Trainer Guess, Magic Jinn, MyMap World, Fanzone, Fact of Fake and most recently WheelUDare? have sold millions of copies worldwide (35 countries). The games are designed and imagined by a young, creative team focused on new technologies, and with the support of the ZANZOON team in Hong Kong for production and marketing. Backed by strong licenses (Pokémon, Harry Potter, Marvel, Disney...), ZANZOON offers new products every year and innovates in the connected object market. Our aim is to stimulate awareness and knowledge through play. Creating laughter since 2006, our aim is to bring excellence to children's and families' entertainment. We do it with passion and high standards.



Notes



A large white rectangular area containing 25 horizontal lines, intended for writing notes.

Business France is the public consulting business serving the international development of the French economy. It is responsible for fostering export-led growth by French businesses, as well as promoting and facilitating foreign investment in France.

It promotes France's firms, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Business France has more than 1,400 personnel, both in France and in 55 countries throughout the world.

