

GOLIATH BV AN INSTINCTIVE FEELING FOR BOARD GAMES

A GLIMPSE INTO THE LIFE OF A TOY SME



IT STARTED WITH A HOLIDAY SOUVENIR

Goliath achieved one of the best performances ever for a game in 1986, when it sold 600,000 Rummikub games in the Netherlands.

During a trip to the Israeli desert in the late 1970s, Adi Golad's wife Margreeth became very passionate about a local game called Rummikub. Although Adi was at that time not interested in playing games, the couple brought a Rummikub back to the Netherlands as a souvenir for Margreeth's mother, a games' enthusiast. This game – still unknown in the Netherlands at that time – quickly became a favourite at the weekly games sessions of Adi's mother-in-law and her friends. Adi was so convinced of Rummikub's potential that he traded his car for 500 copies of the game and shipped them to the Netherlands. He started a grassroots marketing campaign to promote the game and, after some initial difficulties, he founded Goliath in 1980 as a distributor of Rummikub. Ever since, over 50 million copies of the game were sold worldwide. Thanks to the expertise gained



in the toy sector over the years, Goliath started to produce its own innovative games. In addition, the SME entered into partnerships with other important international toy companies to strengthen and diversify its portfolio of toys and games.

CONTINUOUS INNOVATION AND SWIFT PRODUCTION



Goliath's head office has been based in Hattem, a small city in the east of the Netherlands, for over 30 years. Specialised third party factories take care of the production phases in the Netherlands, Israel and China. Goliath's success is especially due to its capacity to quickly respond to the latest market trends. As soon as the company has a new game concept, Goliath's 45 local employees spare no effort to have it ready for consumers as soon as possible. Fun, innovation and safety are key considerations during the production process. While traditional board games remain a main focus, Goliath also sees growth potential in other categories.

Goliath employs around 150 people worldwide, of which 45 are located in the Netherlands. The company releases around 50 new games worldwide each year.

BEYOND THE DUTCH BORDERS

Goliath's games are sold primarily in the EU but can also be found in more than 60 countries worldwide.

As the Netherlands is a relatively small market, Goliath knew that it had to increase its international presence in order to continue its growth. Goliath's first international move was into the other BENELUX countries in 1996. Nowadays, around nine out of ten Goliath toys and games are sold in other parts of the world thanks to Goliath's eight international offices. The European Union (EU) remains a main destination for Goliath's games with France, Spain, Germany and the UK as the most important markets. A well-functioning Single Market in the EU, with legislative requirements based on scientific evidence, and efficient market surveillance activities are crucial for a toy company like Goliath.



SUPPORTING FUTURE GENERATIONS

In order to stimulate healthy economic growth, it is important for Goliath to support students and young professionals. It has created a well-recognised internship programme that enables one to four students to get valuable work experience within the company each semester. To complement the academic training of young engineers with practical work, Goliath also collaborates with a local university's Bachelor programme for industrial product engineers. Through this project, students are coached by Goliath's toy designers and can even participate in the development of new product designs.

BOARD GAMES BENEFIT SOCIAL INTERACTION



Goliath firmly believes that games played with the family are essential for children's social and cognitive development.

Goliath's philosophy is that traditional board games are an inherent part of life as they encourage social interaction. Family games help children to develop their cognitive skills while communicating and socialising with others and strengthening the family bond. In addition to this, the company demonstrates a great social commitment by acknowledging the importance of giving something back to society. For this reason, Goliath supports various charities. For example, in 2013, dozens Goliath employees participated in a 20km run in Paris with eight different charitable organisations receiving hundreds of Goliath games for every Goliath runner who crossed the finish.

'Reputable toy companies like Goliath are committed to produce high-quality and safe toys, in an ethical way, socially and environmentally. But foremost we want to bring fun to kids and their family.'

Adi Golad, CEO



With around 2.9 million children under 15 (17% of the population), there are around 250 toy companies in **the Netherlands**, all of whom are SMEs and provide thousands of jobs. The Dutch market is very seasonal with most toys sold during the two last months of the year, especially for Saint Nicholas.

The **European Union (EU)** is the largest toy market in the world (27% of global sales), meeting the diverse and evolving demands of its 79 million children. Over 99% of the almost 5,000 toy companies are small and medium-sized enterprises (SMEs). With over 220,000 people working in the sector in the EU, toy companies play a key role in Europe's economic fabric. The toy industry is highly international and is one of the most dynamic business sectors in Europe: around 60% of toys on the market each year are newly developed. The sector is also highly seasonal, with consumers making the majority of purchases during the Christmas period.

The **Organisatie van Nederlandse Speelgoedleveranciers (Ornes)** represents the common interests of its member toy companies. In the Netherlands, the Ornes is the sector's only voice towards both customers and the government. SES Creative is member of Ornes.

Toy Industries of Europe (TIE) is the trade association for the European toy industry. Members include companies and national associations from across Europe, including Ornes and SES Creative.

