

Kids Russia as a mirror of the Russian toy industry

- Promising outlook for the future of the toy sector
- Improved market situation and new business approaches

The 12th Kids Russia 2018, the International Trade Fair for our Children's World, ran in the Crocus Expo International Exhibition Centre in Moscow from 27 February to 1 March 2018, opening a new season for the Russian toy industry. More than 10,000 visitors travelled to the fair to explore the latest trends in the Russian market for the coming year. Filling an area of 9,000 square metres, 240 companies from 13 countries presented the entire spectrum of children's products – including toys and products for newborns and toddlers, furniture for kids, school and hobby goods, products for playgrounds, outdoor activities and sports and party articles. Kids Russia is organised by GRAND EXPO, CJSC, a joint undertaking between Spielwarenmesse eG and Russian toy manufacturers. In keeping with tradition, the trade fair once again ran alongside Licensing World Russia, the only licensing-themed fair to be staged in Russia and the CIS.

Kids Russia 2018 once again proved its worth as a modern platform, bringing together industry professionals to share experiences, network and discuss future developments in the industry. 21 international companies showed their innovations from countries such as Hong Kong, India, Italy, Latvia and Malaysia. Commenting on the appeal of both the trade fair and the Russian market for international companies, Ernst Kick, CEO Spielwarenmesse eG, explains: "The Russian retail trade holds much promise in what is the world's biggest country in terms of land mass. In this context, Russia is still leading in Eastern Europe and ranks among the top destinations for foreign investment."

This year's instalment of Licensing World Russia featured 24 companies. All key copyright holders and licensing agencies running their businesses in Russia were among the participants. "It was the first time for many years that we were so widely and actively featured at the license fair. I am very glad that we are the general partner of Licensing World Russia, because for us it is important in terms of communications with licence holders and companies working in the area of children's goods," noted

Yuliana Slashcheva, Chairwoman of the Management Board, Soyuzmultfilm – the general partner of Licensing World Russia 2018 – commenting on the synergies created by the two events.

The organisers ensured the event ran smoothly and presented an updated and eventful business agenda featuring unique events and special zones. The professionals focused much attention on new products which they found in the What's New! centre. Keynote speakers shared their knowledge within the context of the Business Programme. Panel discussions, seminars and workshops gave participants important insights into exclusive market research on the Russian toy industry. The Retailer Forum focused, among others, on the retail trade and toys.

The next Kids Russia takes place from 12 to 14 March 2019 in Moscow.

Further information on Kids Russia can be found at www.kidsrussia.ru/en/.

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GRAND EXPO, CJSC

In 2008, Spielwarenmesse eG formed a trade-fair partnership in Russia to help export-led companies to tap into the important markets of Eastern Europe. The cooperative has since acquired a majority stake in the exhibition organiser GRAND EXPO, CJSC – a joint venture with Russian toy manufacturers – which stages Kids Russia and Licensing World Russia in Moscow. The annual trade fairs take place at the Crocus Expo International Exhibition Centre and are well received by leading buyers and retailers in Russia and other Eastern European countries.

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 majority 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.