

Dynamic evolution of Kids India

- New Sports Arena for sports and outdoor products
- More than 70% of the exhibition space already booked

India's largest B2B trade fair for toys, children's products and sports goods will open its doors for the sixth time from 4–6 September 2018 at the Bombay Convention & Exhibition Centre in Mumbai. As India's largest city, Mumbai is the country's financial, commercial and entertainment capital. In this auspicious setting, Kids India holds appeal for the entire Indian market and the surrounding region. More than 70% of the space has already been booked. The new Sports Arena forum for sports and leisure products will offer exclusive product experiences. The TrendingNow special area will again showcase the toy trends. The trade fair is organised by Spielwarenmesse India Pvt. Ltd., a wholly-owned subsidiary of Spielwarenmesse eG, which is responsible for the world's largest toy fair in Nuremberg.

The Indian trade fair has proven itself an industry platform from the very beginning and keeps all participants in the loop on innovations, trends and the latest industry topics. "Mumbai being so well-connected both nationally and internationally, it is the ideal location for an international business platform like Kids India. Every year we witness new interest groups and rising demands, therefore innovation and new interest zones or special areas have become a vital part of Kids India" explains Katharina Janotta, Managing Director, Spielwarenmesse India Pvt. Ltd.

Special areas and trends

The Sports Arena forum is new this year. The Arena will offer participants an exclusive opportunity to gain first-hand experience of sports products directly at the trade fair. Exhibitors from the sporting goods industry will be able to invite trade visitors to this special area to try out for themselves the products and innovations the sports industry has to offer. Mr. Tarun Dewan of Sports Goods and Export Promotion Council (SGEPC) which is also a supporting partner organization of Kids India mentions: "There are a lot of good quality sports goods manufacturers in India. Sports Arena will give them the opportunity to reach retailers by displaying their products here and by getting a good visibility. It will also be an interesting activity area for visitors to find sports good

manufacturers, market leaders or distributors under one roof. We are looking forward to be a part of this product experiencing zone which will add a bloom to the show.”

The TrendingNow special area will also return. This platform for trend products and innovative toys was very well received at its debut last year. It will showcase products that suit the trending themes for 2018: Tech Toys and Express Yourself. Tech Toys covers toys with integrated technology. The boundary between the real and virtual worlds is becoming ever more blurred, opening up completely new possibilities for the industry. Traditional toys and digital worlds create exciting play combinations which captivate many target groups. Express Yourself encourages children to be creative and imaginative. Parents in India are starting to recognise the importance of play and are increasingly looking to foster their children’s creativity through the right play experiences.

Panel discussions with industry knowledge

As a business and networking platform, Kids India is also a useful place to address key industry topics. During the scheduled panel discussions and presentations, participants will get to dialogue with experts and discuss various topics. “With so much happening in our industry every year and the increasing awareness for quality products among the end customer there is a lot to know and to do on the plate. Addressing these topics have become very important and Kids India provides the perfect platform” feels Manish Kukreja from the All India Toy Manufacturers' Association (TAITMA), one of the supporting organizations of Kids India. Expert panels will look at new toy guidelines and compliance with standards. Speakers will include industry professionals from renowned testing and inspection institutes, manufacturers and even retailers.

Spielwarenmesse eG will organise a World of Toys joint pavilion for international companies at Kids India 2018: www.world-of-toys.org/india.

For further information on registering for Kids India 2018, please check: www.kidsindia.co.in/exhibitors.

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Kids India, Mumbai

Kids India in Mumbai is organised by Spielwarenmesse India Pvt. Ltd. – a subsidiary of Nuremberg-based trade fair organiser and marketing service provider Spielwarenmesse eG. The international trade fair for children's goods includes toys, baby products, licensed goods and sports, leisure and hobby items. Kids India is held each autumn in the Bombay Convention & Exhibition Centre (BCEC) and is supported by The All India Toy Manufacturers' Association (TAITMA) and the Sports Goods Export Promotion Council (SGEPC) For further information on Kids India, please go online to www.kidsindia.de.

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.