

Tapping into the Russian toy market through World of Toys

- Toy fair Kids Russia to run in Moscow from 12 to 14 March 2019
- Registration now open for the WoT Pavilion

The 12th Kids Russia is scheduled to open its doors at the Crocus Expo International Exhibition Centre in Moscow from 12 to 14 March 2019. Organised by GRAND EXPO, CJSC, a Russian exhibition organiser in which Spielwarenmesse eG holds a majority stake, this trade fair is an important event for the Eastern European toy industry. Spielwarenmesse eG's international fair programme World of Toys helps international companies gain entry to the Russian market. Following a period of market decline, the economic situation there has become more stable, making it possible for the international pavilion to take place again. Taking part in this programme enables export-led manufacturers to present their products and ideas to a wide trade audience, giving them direct access to Eastern European business contacts. Spielwarenmesse eG provides professional support right from the start, ensuring that the event is a resounding success for everyone involved.

Kids Russia is a well-established Russian trade fair for toys and hobby products in Eastern Europe. Its portfolio also includes baby and outdoor products as well as playground equipment and sports goods. In recent years, the event has extended its reach far beyond Russia's borders. This is reflected in the rising quality of visitors as well as excellent networking opportunities. Numerous decision makers flock to the fair to order current and innovative products. Moreover, the trade fair promotes cooperation between Russian and international producers and retailers. Valuable synergies are created by the concurrent event Licensing World Russia where leading licensing companies and agencies show how licenced products can effectively boost sales.

Ernst Kick, CEO Spielwarenmesse eG, explains why it makes sense to take part: "Through Kids Russia and the World of Toys programme, we wish to offer companies professional support and make the Russian market attractive for international toy makers again. Improvements in the demographic situation and political support for Russian families are fuelling market growth." The World of Toys international fair programme gives participants uncomplicated support before, during and after the

event. The companies are assigned a direct contact at Spielwarenmesse eG, who is always on hand with help and advice. The programme also includes a wide range of services, such as visitor marketing activities and a turn-key exhibition stand with basic furnishings at the attractive, high-exposure World of Toys Pavilion.

Further information on Kids Russia 2019 can be found at: <http://www.kidsrussia.ru/en>

Your contact for the World of Toys Pavilion at Kids Russia:

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Application: www.world-of-toys.org/russia/kids-russia/participation-2019/

Other events with a World of Toys Pavilion:

Kids India from 4 to 6 September 2018 in Mumbai

Kids Turkey from 4 to 7 October 2018 in Istanbul

Hong Kong Toys & Games Fair from 7 to 10 January 2019 in Hong Kong

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Note for editors: Reprint free of charge. Images are available at www.world-of-toys.org/media. Please provide us with a voucher copy on publication.

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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 in March 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.