

Sixth Kids India built on diversity

- International trade fair in Mumbai from 4 to 6 September 2018
- Special areas add value for visitors

Toys will be the focus of all attention at the Bombay Convention & Exhibition Center in Mumbai from 4 to 6 September 2018 when Kids India, the country's largest international B2B fair for toys, children's products and sport goods opens its doors for the sixth time. This industry platform brings together well-known brands, trendy start-ups with buyers from major chains as well as independent retailers from all over India and abroad. The sixth edition will showcase about 160 exhibitors representing 350 brands and attract over 6,000 visitors from all over India and abroad. The event is organised by Spielwarenmesse India Pvt. Ltd., a wholly-owned subsidiary of Spielwarenmesse eG, which can draw upon 70 years of trade fair expertise. Kids India is supported by eminent partners – The All India Toy Manufacturers Association (TAITMA) and the Sports Goods Export Promotion Council (SGEPC).

Since its launch in 2013, Kids India has marked its position as a benchmark for quality exhibition service in India. The fair embraces a great mix of products presented by exhibitors from all over the country and even from around the world, from big brands who set industry standards with revolutionary products to young brands with innovative ideas. The World of Toys Pavilion brings out exhibitors from Germany, Malaysia, Mexico and PR China. "It is the variety which makes Kids India so unique: Every buyer has a specific requirement. At Kids India, a buyer is guaranteed to get the right solution. In order to continue the success story of Kids India, we are constantly upgrading the event by inventing new features which add to the unique character of Kids India and make it a 'must-attend' for all industry partners," emphasises Ms. Katharina Janotta, Managing Director of Spielwarenmesse India Pvt. Ltd.

Special shows with added value

The Sports Arena will celebrate its debut this year and is specifically created for buyers interested in the latest sports products. Due to rising awareness for the importance of physical activity, in particular for children, the demand for sports goods and outdoor games is booming. The Sports Arena concept is based on testing and experiencing new

products on the spot. The Trending Now special area highlights products that reflect two trends in India: Tech Toys and Express Yourself. Tech Toys include robots and RC drones, electronic pets, 3D printing, virtual play, and also incorporate new technologies such as virtual reality, augmented reality, and even artificial intelligence. Fostering the creativity of the child is a movement in itself among millennial parents, making Express Yourself the other trend. Parents are investing in activities that improve and foster their children's creative side and nurture their imagination. Again, the Back to School Pavilion unites companies offering stationery and school articles.

Support for international trade buyers

The Sports Goods Export Promotion Council (SGEPC), under the aegis of the Indian Government, is offering a travel reimbursement programme to international buyers. "We are seeing a significant increase in the interest of buyers from abroad in our travel reimbursement programme. This is a clear sign of the growing importance of Kids India as a sourcing platform for international buyers," resumes Mr. Tarun Dewan, Executive Director of SGEPC. For the benefit of visitors, Kids India also provides a comprehensive Seminar Programme with informative presentations and panel discussions on important industry topics, i.e. toy safety, latest industry trends and many more. The programme, which is complimentary for all attendees, runs on all three days of the fair.

More information on Kids India is available at: <http://www.kidsindia.co.in>

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Spielwarenmesse India Pvt. Ltd

On 1 April 2016, Spielwarenmesse eG opened Spielwarenmesse India Pvt. Ltd. in New Delhi, a subsidiary in one of the world's most important growth markets. As a wholly owned subsidiary, Spielwarenmesse India Pvt. Ltd., with its trade fair and marketing services for the Indian toy market, represents Spielwarenmesse eG, thus reinforcing its position in the country. Moreover, the company is responsible for organising the trade fair called Kids India, held annually in Mumbai since 2013.

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.