

### **Kids India demonstrates its international standing**

- High-quality exhibitors and visitors reconfirm trade fair as an industry platform
- 5,356 industry professionals attend the sixth edition

Kids India is generating increasing international interest. This became clear when the Indian trade fair opened its doors for the sixth time from 4 to 6 September 2018. Of the 5,356 trade visitors who wended their way to the Bombay Convention & Exhibition Center in Mumbai, 106 were top buyers from 29 different countries. This leading fair for toys, children's products and sports goods also attracted 160 manufacturers and suppliers showing more than 300 brands. The event is organised by Spielwarenmesse India Pvt. Ltd., a subsidiary wholly-owned by Spielwarenmesse eG, and is supported by All India Toy Manufacturers Association (TAITMA) and the Sports Goods Export Promotion Council (SGEPC).

The success of the fair was fuelled by a diverse mix of leading international brands and young, innovative start-ups, as Katharina Janotta, Managing Director of Spielwarenmesse India Pvt. Ltd. explains: "Kids India brings together the best from the industry. Our endeavour was to strengthen the fair by further advancing the high quality standards not only with regard to exhibitors and visitors but also to services. And we're very glad that our efforts are appreciated by the participants which is already reflected in numerous stand bookings for Kids India 2019." The growing international composition of both exhibitors and visitors is another positive aspect. Ernst Kick, CEO of Spielwarenmesse eG, states: "The Indian toy industry is clearly gaining more and more momentum every year. We're seeing a continuous rise in international attention at Kids India. Given that the quality of products from India is constantly improving, it's safe to say that India is on its way to becoming the next manufacturing hub."

Coming from India and countries such as Germany, Malaysia, Mexico and PR China, the participating companies were characterised by high-quality products and innovations. The exhibitors applauded the quality and standard of the fair, as Bhavesh Somaya, Managing Director, Hasbro LLP confirms: "2018 being our first year at Kids India, we were amazed with the quality of execution and overwhelmed by the positive

response we received from the visitors. I believe this is the best and biggest B2B forum for the toy industry in India and we're already looking forward to 2019."

This year's highlights were the special areas Sports Arena, TrendingNow and the Back to School Pavilion. Sports Arena made its debut this year and encouraged attendees to gain hands-on experience with the sports goods on show. The TrendingNow Pavilion showcased the two main trends in India for the next trading year: Express Yourself for products that stimulate creativity and imagination and Tech Toys for technological toys. The pavilion featured top products belonging to these categories. The special Back to School pavilion was the hub for stationery and school supplies.

Besides visitors from all over India, Kids India also attracted interest from countries like Australia, Austria, Denmark, France, Germany, Hong Kong, Japan, Thailand, the UK and the United Arab Emirates. The supporting programme included concurrent seminars covering hot topics such as toy safety, toy trends, the opportunities and challenges facing the industry and retail store concepts.

Katharina Janotta concludes: "Kids India is determined to contribute sustainably to raising awareness among parents and the industry of the important role that toys play in a child's development. This commitment is reflected in our initiatives to improve visitor and exhibitor quality, in our special areas and the focal topics in our seminar programme."

The next edition of Kids India will take place in Mumbai from 26 – 28 September 2019.

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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](http://www.spielwarenmesse-eg.com).