

### **Kids India 2019 – accessing the Indian toy market**

- Special areas continue and welcome new Creative Arena
- Exhibitor registration now open for next edition

The demand for toys in India is huge and is kindling interest among international companies keen to tap into this market. Kids India, which opens its doors in Mumbai from 26 to 28 September 2019, is an important industry platform that paves the way for new opportunities. Besides many business and networking features, the fair provides several special areas, focusing on industry-specific topics and toy trends. The Creative Arena represents a new addition to the offering. With registration for exhibitors now open, companies from outside India can also choose to appear at the international pavilion.

### **Targeted trade fair**

Kids India is India's biggest B2B fair for toys, children's products and sports goods. It is organised by Spielwarenmesse India Pvt. Ltd., a subsidiary wholly owned by Spielwarenmesse eG. Since 2013, the trade fair has reflected the expansion of the toy sector in India, creating opportunities for both the domestic and international toy industry. Major factors fuelling growth include the country's spreading middle class and the greater appreciation of the role toys play in child development. International companies are very much aware of these aspects, as Katharina Janotta, Managing Director of Spielwarenmesse India Pvt. Ltd., explains: "The increasing demand for quality products among Indian parents and new government regulations on toy standards are bringing a boost to the quality of Indian manufacturing. The availability of a varied number of options in supply and quantity has made this market attractive worldwide. Kids India 2018 drew exhibitors and visitors from 31 countries. We expect the numbers to only go up for the 7th edition."

### **Various ways to exhibit**

The organisers of Kids India are constantly enhancing the concept behind the trade fair. From 2019 and as part of Spielwarenmesse eG's World of Toys Programme, Spielwarenmesse India Pvt. Ltd. is offering customised options for foreign companies wanting to exhibit at the fair. The World of Toys Pavilion helps companies break into

the Indian toy market. The various special areas at the fair enable exhibitors to show their products according to their target groups. The established special areas TrendingNow, Back to School and the Sports Arena are being joined this year by the new Creative Arena. This activity area is dedicated to products that are in high demand in India and focus on play-related activities that tap into a child's creativity and imagination. The TrendingNow Pavilion not only features India's on-trend products of the year but also the international Spielwarenmesse trends for 2019.

Further information on exhibiting at Kids India 2019 can be found at [www.kidsindia.co.in/exhibitors/](http://www.kidsindia.co.in/exhibitors/).

Text length: 2,604 characters

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

11.1.2019 – sr

#### **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 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 and Spielwarenmesse India Pvt. Ltd., covering the Indian market. 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).