

### **Kids India opens advance ticket sales for trade buyers**

- Visitor registration for Kids India 2019 starting on 1 March
- Reimbursement programme for international buyers

The toy industry will come together from 26 to 28 September 2019 for the 7<sup>th</sup> edition of Kids India, the largest trade fair for toys, children's products and sports goods in India. More than 160 exhibitors will seize the opportunity to showcase their innovative trends and latest products. In 2018, the fair attracted more than 5,300 visitors. International visitors can apply to have their travel expenses refunded through the reimbursement scheme, sponsored by the Indian government. Kids India is organised by Spielwarenmesse India, the Indian subsidiary of Spielwarenmesse eG.

### **Increasing international interest**

The trade fair takes place in India's commercial hub Mumbai. The rising number of manufacturing facilities across the country is placing India on the map as an internationally respected production location – one that also has great appeal for the toy industry. Other contributing factors include India's rising population, a growing middle class and an increasing awareness of the importance of toys in child development. The resulting demand for high-quality Indian products is generating plenty of international interest. This is a development that is clearly reflected in Kids India whose last event attracted visitors from no fewer than 31 countries. "Due to the tremendous response from international buyers, we have decided to open the online visitor registration early this year. This will give attendees more time to prepare their visit to Kids India," says Katharina Janotta, Managing Director, Spielwarenmesse India Pvt. Ltd. Trade visitors can register conveniently online and secure their ticket well in advance of the event from 1 March 2019 onwards.

### **Offer for international visitors**

In collaboration with the organising partner Sports Goods Export Promotion Council of India (SGEPC) and the Indian government, Kids India is offering international retailers and buyers the chance to have their travel expenses paid by the Travel Reimbursement Programme. The programme is being continued in response to high demand at

Kids India 2018. The idea is to support international interest in Indian toys, children's products and sports goods and to stimulate exports. Visitors can apply for the scheme when they register online. All information about the advance ticket sale and the form for the travel reimbursement can be found online at [www.kidsindia.co.in/visitorregistration](http://www.kidsindia.co.in/visitorregistration)

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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.

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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 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).