

Kids India: Diverse offering at the Indian toy fair

- Seventh trade fair featuring international exhibitors
- New activity area for creative crafts: Creative Arena

Kids India, the country's biggest international B2B platform for toys, children's products and sports goods, is continuing to strengthen the position of its toy industry. With the seventh edition taking place in Mumbai from 26 to 28 September 2019, this trade fair is of major significance both for the Indian toy sector and the international market, as is clearly reflected in the exhibitor profile. Special areas such as Back to School, TrendingNow and Sports Arena shine a light on dedicated focal themes. The Creative Arena is a new feature inviting visitors to dip into creative crafts.

Kids India expects to welcome around 140 Indian exhibitors. It is the only trade fair to bring so many Indian companies from the toy and children's product industry under one roof. Among them are important brands such as Brightway Exports International, Frank Educational Aids, Funride Toys, Greengold Licensing and Winmagic Toys who set the standard across the industry, as well as start-ups, such as All Things Baby Brainsmith, Grasper Global, GoDiscover and I Built It, whose innovative products add another fascinating element to the industry. The spectrum of products is tailored to different target groups – be it in terms of quality, design, national regulations or safety requirements – making the trade fair a must-attend event for buyers interested in Indian manufacturers. In addition, companies from Germany, Hungary, Malaysia, Poland and the PR of China will be presenting their portfolios at the World of Toys by Spielwarenmesse eG Pavilion.

Organiser Spielwarenmesse India Pvt. Ltd, a subsidiary wholly owned by Spielwarenmesse eG, confers a leading role on innovations, trends and topics of current interest to the industry. Important features include special areas such as the Sports Arena, a platform for testing and trying out sports and outdoor products, and the TrendingNow Pavilion, presenting the trend products of the year. The Back to School Pavilion features companies offering school and stationery supplies. In 2019, this special area will receive a new activity zone, which will spotlight mainly the school sector. The Creative Arena will provide participants with a platform

for creative activities, directed by a variety of experts and giving toy retailers new ideas for expanding their business. Katharina Janotta, Managing Director of Spielwarenmesse India, states: "Creative products and items for school are universal as they kindle interest both among children and parents. By introducing the Creative Arena, we want to show that this segment is relevant for all retailers stocking toys."

Information on the terms and conditions for exhibitors can be found at www.kidsindia.co.in/exhibitors.

International buyers can apply for the travel cost reimbursement scheme sponsored by the Indian government. More information about this and visitor registration is available at www.kidsindia.co.in/visitorregistration.

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Note for editors: Reprint free of charge. Images are can be found at www.spielwarenmesse-eg.de/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.