

Tapping into global toy markets with World of Toys

- Pavilions at the most important trade fairs
- International programme offers support and services

Gaining a foothold in new markets and distribution channels is a central objective for all export-led toy companies. The international trade fair programme World of Toys by Spielwarenmesse eG helps companies venture down new paths by organising group appearances at selected trade fairs. The package includes professional support and various services to facilitate participation in the respective events. Stand spaces are currently still available at the international pavilions for Kids India 2019 and Hong Kong Toys & Games Fair 2020. A pavilion is also planned for Kids Russia 2020, which is taking place concurrently with Skrepka Expo for the first time.

Kids India – burgeoning Indian toy industry

Taking place in Mumbai from 26 to 28 September 2019, Kids India is setting the wheel in motion. The Indian toy sector is currently going from strength to strength. The growing middle classes, a raised awareness of the importance of toys in child development and the strong demand for quality products are having a positive impact on this sector. As a result, this market offers huge potential for toy manufacturers from all over the world. Ten international exhibitors have already registered to appear at the World of Toys Pavilion at Kids India.

Hong Kong Toys & Games Fair – gateway to the Asian market

This will be followed by the Hong Kong Toys & Games Fair which opens its doors from 6 to 9 January 2020. It has evolved into the most important trade fair serving the Asian market. In conjunction with the business hub of Hong Kong, it paves the way for lasting business relationships between Africa, America and Europe on the one hand, and the Asia-Pacific region on the other. It is still possible to register for the international pavilion in 2020.

Kids Russia and Skrepka – exploiting synergies

Opening its doors at the Crocus Expo Centre in Moscow from 11 to 13 February 2020, the Russian toy fair Kids Russia is taking place concurrently with the leading Russian

stationery event Skrepka Expo for the first time, following a recent cooperation agreement between the organisers of the two events. The related product groups appeal to similar target audiences. The decision to hold the events at the same time creates synergies for both exhibitors and visitors. The organisers of Kids Russia are offering a World of Toys Pavilion for international companies.

World of Toys – high-impact appearance at international trade shows

The World of Toys Programme launched in 2008 by Spielwarenmesse eG, supports toy manufacturers wanting to gain access to growing markets with strong sales potential. The organisers stage international group appearances at trade fairs in the Asia-Pacific region, Russia and India. In doing so, they take care of all technical and organisational matters relating to the exhibition, whilst offering additional marketing services to reduce the burden on exhibiting companies and to improve their chances of success in new markets.

Further details of the World of Toys Programme and the terms and conditions for participating are available at: www.world-of-toys.org.

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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.