

Kids India 2019 launches with diverse exhibitor portfolio

- Well-known brands and start-ups among the exhibitors
- Special features at the fifth edition: Trends and special areas

The industry for toys, children's products and sports goods is geared up for the 7th edition of Kids India. The largest B2B fair in India is opening its doors to an international audience from 26 to 28 September 2019. Key industry players will be participating alongside many young and innovative companies at the Bombay Convention & Exhibition Center in Mumbai. The fair has successfully established itself as the annual meeting place and an important networking platform for the industry in India since 2013. Kids India is organised by Spielwarenmesse India Pvt. Ltd., a subsidiary wholly owned by Spielwarenmesse eG.

Ambitious newcomers

The fair will showcase about 160 Indian and international exhibitors, more than 40 percent of which are newcomers. "India is the upcoming major manufacturing hub. Every year at Kids India, we are witnessing more and more young start-ups from all over India presenting very innovative and quality products. These young companies are already grabbing major attention globally. Retailers will find this constellation of manufacturers at no other fair," explains Ms. Katharina Janotta, Managing Director of Spielwarenmesse India. Companies such as Emotix, Playshifu, Skillmatics and Smartivity are among this year's first-time exhibitors. The World of Toys Pavilion will be hosting international companies from Germany, Hong Kong, Hungary, Malaysia, Poland and the PR of China.

Special features

The special areas and activity zones at the exhibition centre are important hubs that mirror current trends and relevant themes. TrendingNow highlights the trends Team Spirit and Just for Fun, which are reflected in product examples from all over the world. Companies such as Anant Business, Kiddos Stationery Private Limited and Happy Feets will be showcasing their school and stationery portfolios at the Back to School pavilion. The new extension to this area, the Creative Arena, provides participants with a special

forum for creative activities from the world of stationery. This special area is highly relevant for toy retailers wanting to explore new product groups and improve their in-store customer experience. The Sports Arena allows trade visitors to discover upcoming outdoor, sports and leisure products and to see them in action.

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Note for editors: Reprint free of charge. Images are available at 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.