

Kids India underscores its international standing

- Seventh edition features a diverse exhibitor portfolio
- 5,945 trade visitors from 34 countries

Kids India is attracting more and more international interest. This became clear at the seventh edition of the trade fair for toys, children's and sports goods in Mumbai. The 5,945 trade visitors from 34 countries appreciated the diversity of the exhibitors participating in the fair. Major industry players and newcomers showed more than 300 brands featuring high-quality products and innovations. This demonstrates that Kids India is strengthening its position, whilst highlighting the growing interest in India as a production location. The event is organised by Spielwarenmesse India Pvt. Ltd., a subsidiary wholly owned by Spielwarenmesse eG.

International flair and quality

The exhibitors included not only companies from India but also from Germany, PR China, Hong Kong, Malaysia, Poland, the Czech Republic and Hungary. Katharina Janotta, Managing Director of Spielwarenmesse India Pvt. Ltd., is delighted that the trade fair is raising India's profile as an important production location: "This edition has given the industry a positive boost. The major international exhibitors and many start-ups have created interesting incentives for international buyers. Quality is at the heart of everything we do on all levels. The excellent response confirms that we're on the right path." The exhibitors, comprising both market leaders and young trendsetters, applauded the quality and standard offered by the fair. Mr. Vijay Govil, Director, Frank Educational Aids Pvt. Ltd. states: "Kids India 2019 has been extremely successful for us. The quality and quantity of visitors was applaudable. We eagerly look forward to participating next year."

Growing interest among trade visitors

The diversity of exhibitors was one of the main reasons prompting visitors to wend their way to Kids India 2019. Besides retailers from all over India, the event attracted 116 top buyers from 33 other countries. They came for the first time from countries such as Afghanistan, Burkina Faso, Canada, Chile, Egypt, Italy, Malawi, Palestine, Senegal and Zimbabwe. Ernst Kick, CEO of Spielwarenmesse eG, states: "We're witnessing a

continual rise in international interest in the event. This is also reflected in the number of participants from different nations which, in comparison with previous years, has increased once again.”

Special features with added value

Additional attractions were the seminar programme and the special areas. The talks shone a light on current industry topics such as toy safety and trends. The special areas and activity zones included the Back to School Pavilion, TrendingNow and the Sports Arena. Encouraging participants to test creative products, the new Creative Arena celebrated its debut this year. The TrendingNow Pavilion presented the trends Team Spirit and Just for Fun for India and featured associated products from India’s toy industry. The products reflecting the international Spielwarenmesse trends were showcased for the first time.

The next edition of Kids India is scheduled to take place in Mumbai in November 2020.

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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.