

## **Kids India: Participation creates opportunities in a growing market**

- World of Toys Pavilion for international exhibitors
- Registration now open

With more than 20% of the world population under 25 years living in India, the market potential for toys and children's products is huge. Kids India offers great opportunities for companies wanting to break into the market. Taking place in Mumbai for the eighth time, the event is scheduled to open its doors from 8 to 10 October 2020. Every year, more than 120 exhibitors show their latest products at the Indian trade fair for toys, children's products and sports goods. It is the ideal platform for international manufacturers to establish contacts with the decision-makers from the wholesale and retail trade chains. Companies interested in appearing at this event can exhibit at the World of Toys Pavilion. The international fair programme by Spielwarenmesse eG offers a comprehensive package of services at selected industry events. Kids India is organised by Spielwarenmesse India Pvt. Ltd., a wholly owned subsidiary of Spielwarenmesse eG, Germany, that stages the world's largest fair for toys, hobby and leisure products.

The fair has become the largest international B2B fair for toys, children's products and sports goods in India. It attracted nearly 6,000 trade visitors from all over India and 33 other nations. This and its mixed exhibitor structure of well-known brands as well as newcomers and start-ups make Kids India a perfect platform for foreign companies, as Katharina Janotta, Managing Director of Spielwarenmesse India Pvt. Ltd. explains: "By participating in this event, foreign companies gain an insight into the Indian market and make contacts that are essential for market entry. We look forward to sharing our expertise and to accompanying enterprises from all over the world in their first steps into the Indian market."

Registration for the World of Toys Pavilion is now open. The programme by Spielwarenmesse eG provides participating companies with extensive support for their exhibition appearance. This includes everything from exhibition planning, stand construction and marketing services to on-site customer care. During the fair, a personal contact is available at all times. Further information on registering can be found at [www.world-of-toys.org](http://www.world-of-toys.org).

Text length: 2,187 characters

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.

3.3.2020 – sr

**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).