

# World of Toys Pavilion at Kids India from 26 - 28 September 2019



## Fair facts

**Date:**

26 – 28 September 2019 (Thursday to Saturday)

**Venue:**

Bombay Exhibition Centre (BEC) Mumbai, India

**Organizer:**

Spielwarenmesse India Pvt. Ltd.

**Type of event:**

B2B trade fair, open to trade visitors only

## Services

- Stand space in the World of Toys Pavilion
- Stand cleaning service
- Entry in the catalogue
- Extensive press work
- Announcement in the fair organizer's publications and relevant trade publications
- Creation of a brochure for visitor promotion
- Catering Services
- Selection and recommendation of competent service partners for transport, travel, translation services, etc.
- Measures of simplifying market entry, e.g. information on market and trading structure
- Support from the competent team of Spielwarenmesse before, during and after the event

## Participation fee

**Raw space only** (excluding stand construction | stand building agency will be recommended if required) - min. 24 m<sup>2</sup> area - **Euro 200 per sqm. + GST\***

**Space with shell scheme package** (including stand construction) - min. 9 m<sup>2</sup> area - **Euro 220 per sqm. + GST\***

**Registration fee - Euro 150 per company + GST\***

\*GST @ 18% will be charged on the above mentioned prices. Subject to change as per government rules.

**Kids India** – Your entrance card to the Indian toy market. In 2019 the unique B2B event welcomes the toy industry again in India. From 26 – 28 September product novelties from the segments of toys, baby articles, licenses, sports, leisure and hobby will be presented in the Bombay Convention & Exhibition Centre.

**Interested?** Become part of Kids India and book your stand in the World of Toys Pavilion. Rely on Spielwarenmesse team as experienced and reliable partner offering you a full ready-to-go package. Capture the growing Indian market with us.

## Product groups

- Soft Toys
- Dolls and Role-Plays
- Educational Toys and Games, Learning and Experimenting
- Games, Puzzles, Cards, Children's Books and Music
- Electronic Toys and Games, Multimedia
- Technical and Action Toys
- Sports, Leisure, Outdoor
- Playground Equipment
- School Articles, Stationery
- Creative Design
- Handicrafts, Gifts and Souvenir Articles
- Wooden Toys
- Party and Festive Articles, Costumes
- Baby and Infant Articles
- Model Construction, Hobbies
- Model Railways and Accessories
- License Products
- Testing & Inspecting Institutes and Certification Services

**Your contact in Germany:**

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**Your contact in India:**

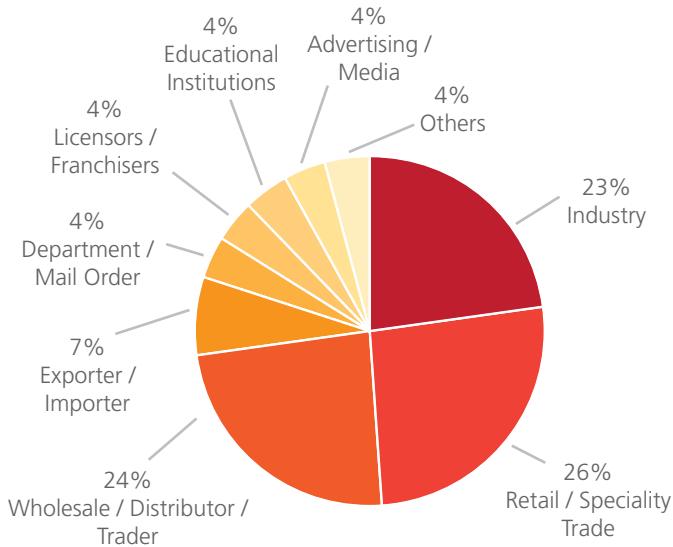
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[www.kidsindia.co.in](http://www.kidsindia.co.in)

# Meet all of the key decision-makers at Kids India – the B2B event for the Indian toy market.

## Visitors from all business sectors



## REVIEW OF KIDS INDIA 2018

About 160 exhibitors and more than 5300 visitors from 31 countries met from 4 – 6 September 2018 at Kids India in Mumbai. The high quality of visitors and exhibitors is what sets Kids India apart from any other fair in India.

Both, national exhibitors and the international participants of the World of Toys Pavilion (14 Exhibitors from 4 countries) were highly satisfied with their participation and already announced to be part of Kids India 2019.

## The exhibitors were so delighted

*"India is the upcoming major market and now is the right time to act and start building the foundations and find the right distributors. Kids India plays a crucial role in doing so and is definitely the most important platform in India."*

- Gerardo Gonzales, **Sales Manager**  
Latex Occidental Exportadora, S.A. De C.V.

*"Kids India is an important try to enter into the india market and we see a good potential for new business in India."*

- Klaus Schuppan, **CEO**  
Loick Biowertstoff GmbH, Germany



## Why you should be there in India

- One of the fastest growing markets in the world with a huge potential: over 350 million children 0-14 years.
- Increasing middle class with rising income and willingness to consume signifies an enormous purchasing power.
- Changing attitudes towards the value of play and a growing quality awareness in the society.
- Decline in the average number of children per family is leading to increased attention to quality and premium toys.
- Growing urbanization and rise in e-commerce lead to a better access to quality products.



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