

World of Toys Pavilion at Kids India from 8 - 10 October 2020



Fair facts

Date:

8 – 10 October 2020 (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 Spielwarenmesse before, during and after the event

Participation fee

Raw space only (excluding stand construction | stand building company will be recommended if required) - min. 24 m² area - **Euro 220 per sqm. + GST***

Space with shell scheme package (including stand construction) - min. 9 m² area - **Euro 240 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 ticket to the Indian toy market.- From 8 – 10 October 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 this unique B2B event and book your stand in the World of Toys Pavilion. Rely on Team Spielwarenmesse 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:

Sabrina Endres

☎ +49 911 99813-10 ✉ s.endres@spielwarenmesse.de

Your contact in India:

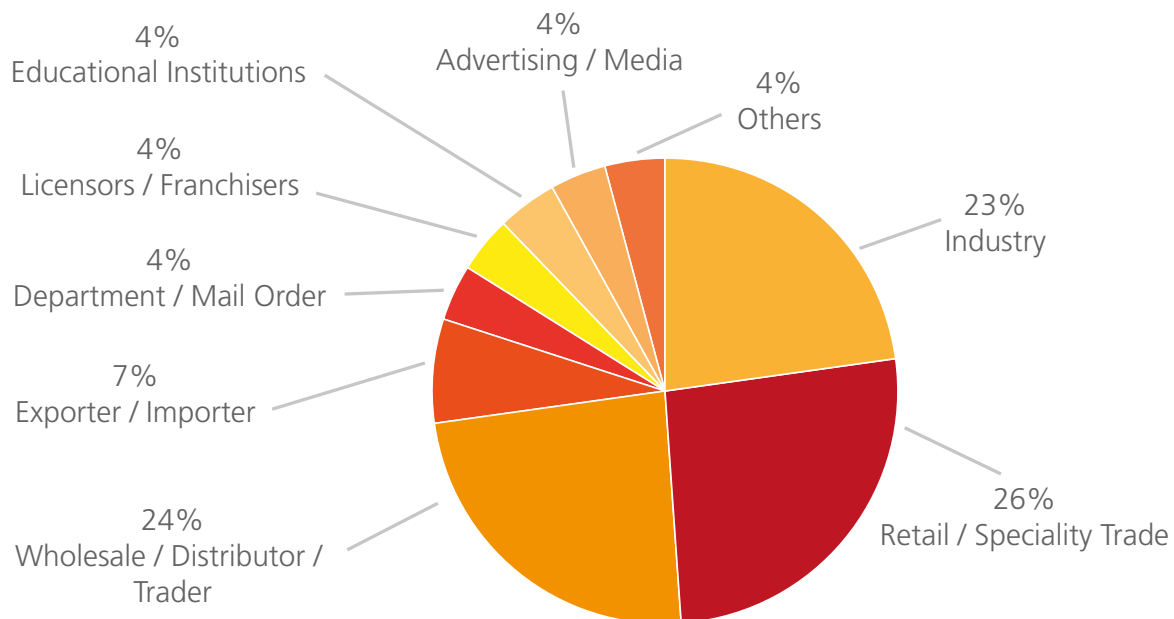
Aman Singh

☎ +91 11 669611-61 ✉ a.singh@spielwarenmesse.in

www.kidsindia.co.in

Meet all key decision-makers at the largest international B2B event for the Indian toy market

Visitors from all business sectors



The exhibitors were so delighted

"We have come to India for the first time and we have had a really good response. The fair was well done and we made a good number of relevant contacts. Looking forward to doing great business in India."

- Jakub Stanek

Sales Manager | Hriste Hrou, Czech Republic

"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

REVIEW OF KIDS INDIA 2019

About 120 exhibitors and more than 5,945 visitors from 34 countries met from 26 - 28 September 2019 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 7 countries) were highly satisfied with their participation and already announced to be part of Kids India 2020.



Spielwarenmesse India
Pvt. Ltd.

Crescent Building, Level 2, Lado Sarai, Mehrauli
New Delhi - 110030, India

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.