

## Kids India launches an additional trade fair in Bengaluru

Kids India, the biggest international trade fair in India for toys, children's products and sports goods, is introducing a new regional trade fair. Kids India South is taking place at the Manpho Exhibition Centre in Bengaluru from 16 to 17 April 2020. It specifically targets visitors from southern India, such as from the states of Andhra Pradesh, Karnataka, Kerala, Telangana and Tamil Nadu. Like the main international trade show, the new event is organised by Spielwarenmesse India Pvt. Ltd., a subsidiary wholly owned by Spielwarenmesse eG.

The concept is entirely new, as Katharina Janotta, Managing Director of Spielwarenmesse India Pvt. Ltd., confirms: "We're excited to launch Kids India South, the first B2B trade fair specific to the southern region of India. It caters for a highly dynamic market with huge buying potential due to its high average income. All this is a solid basis for a successful trade fair."

The event also provides a glimpse of Kids India which takes place in the second half of the year. Shining a light on the Indian toy industry and its manufacturers, the new format gives visitors in southern India a unique opportunity to familiarise themselves with the concept and the advantages of a B2B toy fair. Not only that but they also benefit from shorter distances to the venue. In a move to mobilise as many trade visitors as possible from different regions across the subcontinent, the organisers are planning another Kids India for the north of the country. This will also contribute to raising awareness in India for the importance of play and good quality toys.

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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.

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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](http://www.spielwarenmesse-eg.com).