

Crowned with success: Kids Russia revives Russia's toy market

- Expo season relaunch fuels hope
- Concurrent events create cross-industry synergies

Kids Russia is the established Russian trade fair for toys and hobby products in Eastern Europe. Opening its doors from 20 to 22 April 2021, the exhibition took place in Moscow in line with strict Covid-19 regulations. Filling an area of over 4,300m² at the Crocus Expo International Exhibition Centre, 91 exhibitors presented their latest products which also included baby articles, outdoor and playground items, and sports goods. In keeping with past events, Kids Russia was held concurrently with Licensing World Russia, whilst the Russian Stationery Forum was also staged at the same time. The events gave around 10,000 trade visitors plenty of inspiration for their own product ranges as well as the opportunity to forge new business contacts. Kids Russia is organised by GRAND EXPO, CJSC – a Russian joint-stock company in which Spielwarenmesse eG holds a majority stake.

Due to the pandemic and the travel restrictions associated with it, this year's exhibitors and visitors came from four countries: Besides Russia, attendees wended their way to Moscow from Belarus, Ukraine, and Taiwan. An online product information and networking platform was available on all three days of the fair, attracting industry participants from 22 countries. The live event and the digital format provided a promising outlook for Russia's toy market. Despite the constraints of Covid-19, the mood in Moscow was upbeat and optimistic. "Industry representatives were delighted to be able to meet again in person at the 15th Kids Russia. They certainly made the most of the event to talk shop and do business," stated Ernst Kick, CEO of Spielwarenmesse eG. The retailers and buyers not only gained an insight into the latest innovations but also benefitted from the seminars on market-related topics. Additional synergies were created by the concurrent events. Licensing World Russia is the only licensing trade fair in Russia and the CIS. The integrated Russian Stationery Forum likewise met with a positive response. The strategic stationery partnership has been agreed for three years and will therefore continue next year.

The next Kids Russia is scheduled to run in Moscow from 1 to 3 March 2022. Assuming the Russian market remains stable, Spielwarenmesse eG will once again organise an international pavilion as part of its World of Toys Programme which helps companies from around the world gain access to the toy market. Further details about Kids Russia are available at www.kidsrussia.ru/en/.

Text length: 2,489 characters

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29 April 2021 – lp/sw

GRAND EXPO, CJSC

In 2008, Spielwarenmesse eG formed a trade-fair partnership in Russia to help export-led companies to tap into the important markets of Eastern Europe. The cooperative has since acquired a majority stake in the exhibition organiser GRAND EXPO, CJSC – a joint venture with Russian toy manufacturers – which stages Kids Russia and Licensing World Russia in Moscow. The annual trade fairs take place in March at the Crocus Expo International Exhibition Centre and are well received by leading buyers and retailers in Russia and other Eastern European countries.

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.