

### **Kids India 2013 – more than 50% area sold out!**

- Only few prime locations available
- Trade fair takes place in Mumbai from 24 - 26 October 2013

The announcement of Kids India has generated an excellent interest from toy manufacturers. They already made reservations for more than 50% of the exhibition space of approximately 4500 sqm. The international trade fair for children's goods will take place from 24th to 26th October 2013 in Hall 6 at the Bombay Convention & Exhibition Centre (BCEC), Mumbai. It will comprise toys, baby articles, licensed products, sport articles, leisure and hobby articles. About 100 exhibitors are expected to join the premier event. The show is supported by SGEPC (Sports Goods Export Promotion Council) and TAITMA (The All India Toy Manufacturers Association).

Over 60 companies have already reserved their space for Kids India. Participating companies include Mattel, Funkskool, Frank Educational Aids, Toyzone, Jasco, Khanna & Sons and many more. The trade fair organizer Spielwarenmesse eG offers companies from abroad to exhibit in the joint pavilion World of Toys. The international fair programme will increase the worldwide significance of Kids India. Companies from Germany, Italy, Hong Kong, Japan and Mexico have already confirmed their participation.

Expected trade visitors will include high profile national and international buyers, purchasing decision makers of department stores, standalone outlets, premium stores, distributors, retailers and wholesalers, as well as national retail chains and national toy dealerships. The exhibition will also include concurrent seminar and workshop programmes that will serve as an educative platform where international experts will discuss key current topics.

For further details and participation, please contact Ms Tanu Ailawadi via e-mail [tanu@indo-german.com](mailto:tanu@indo-german.com) or visit [www.kidsindia.de](http://www.kidsindia.de)

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### **Spielwarenmesse eG**

Spielwarenmesse eG is a trade fair organizer and marketing services provider for the toy industry. The Nuremberg company organizes the world-leading **Spielwarenmesse** in Nuremberg, **Kids India** in Mumbai – supported by the Indo German Chamber of Commerce (IGCC) – and **Toyzeria** in Istanbul. The spectrum of services provided by the cooperative includes industry campaigns and the international fair programme World of Toys by Spielwarenmesse eG, which enables manufacturers to exhibit in pavilions at trade fairs in Asia and Russia. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. These include the subsidiaries, Spielwarenmesse Shanghai Co., Ltd., which is responsible for China, and Spielwarenmesse Middle East Fuarçılık Ltd. Şti., which is responsible for Turkey, the Near East and the Middle East. The cooperative also holds a stake in the Russian exhibition company RNTA Expo, which organizes Toys & Kids Russia in Moscow. More on the company profile information is available on the Internet at [www.spielwarenmesse-eg.com](http://www.spielwarenmesse-eg.com).