

World of Toys by Spielwarenmesse eG adds Kids India to its programme

- Spielwarenmesse eG is organising an international pavilion at Kids India: 24. to 26.10.2013 at the Bombay Convention & Exhibition Centre
- Registrations for the World of Toys Pavilion possible up to 30.06.2013

Toy manufacturers can now exhibit at Kids India as part of the Spielwarenmesse eG international World of Toys programme. Newly founded by Spielwarenmesse eG, the show takes place from 24. to 26.10.2013 in Mumbai. The World of Toys programme is an attractively priced service package for companies from all over world, who would like to launch and extend business activities in the Indian growth market. Spielwarenmesse eG takes care of all organisational and technical aspects of the fair presentation, and offers additional marketing services to exhibitors on the international pavilion. Companies from Germany, Japan, Korea and Mexico have already signed up for the World of Toys Pavilion. Interested manufacturers can register for the international fair programme up to 30.06.2013. All further details of World of Toys in India are available at www.world-of-toys.org/india/?L=1.

Kids India 2013: half of the booth space booked

Sixty companies have already signed up for Kids India. This means that 50 percent of the 4,500 m² of exhibition area is already occupied. A clear signal that the Indian toy market welcomes the new trade fair with open arms.

In its organisation of Kids India Spielwarenmesse eG cooperated with the Indo German Chamber of Commerce (IGCC), the Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturers Association (TAITMA). A trade-only fair, toys, baby articles, licensed products, sports articles, leisure and hobby products will be on show. Among the exhibitors are Mattel, Funskool, Frank Educational Aids and Toyzone. Trade visitors expected at Kids India include national and international buyers, distributors, retailers and wholesale merchants, national and international chains. A seminar and workshop programme will take place alongside the fair, in which international experts will discuss current topics.

All further details of Kids India are available at www.kidsindia.de. Companies with questions on the World of Toys Pavilion can contact Veronika Zinkl.



Spielwarenmesse eG

...connecting the toy world

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Spielwarenmesse eG

Spielwarenmesse eG is a trade show organiser and marketing service provider for the toy industry. The Nuremberg company organises the world's leading **International Toy Fair®** in Nuremberg, **Kids India** in Mumbai and **Toyzeria** in Istanbul. The association portfolio includes industry campaigns and the international fair programme **World of Toys by Spielwarenmesse eG**, which manages the joint presentation of manufacturers at trade shows in Asia and Russia. Spielwarenmesse eG is represented in over 90 countries around the globe. This includes its subsidiaries Spielwarenmesse Shanghai Co., Ltd. responsible for China and Spielwarenmesse Middle East Fuarçılık Ltd. Şti. responsible for Turkey, the Near and Middle East. The association also holds a stake in the RNTA Expo trade show organiser, which stages the **Toys & Kids Russia** in Moscow. All further details of Spielwarenmesse eG are available at www.spielwarenmesse-eg.de.