

To Mumbai for the premiere of Kids India 2013

- Trade fair takes place in Mumbai from 24–26 October 2013
- Workshop and seminar programme tackles current industry issues
- Registration for visitors at www.kidsindia.de/visitors

The Indian toy market is becoming more and more professional. The toy industry meets in Mumbai at the premiere of the international trade fair Kids India from 24–26 October 2013. At 6,200 m² exhibition space 108 exhibitors from 8 countries will present toys, baby articles, licensed products, sport articles, and leisure and hobby articles for the buyers. In addition, the workshop and seminar programme will tackle the current key issues in the industry. So the fair not only provides a product overview, but a complete overview of the market too. Kids India takes place daily from 10 a.m. - 6 p.m. in the Bombay Convention & Exhibition Centre. The fair is organized by Spielwarenmesse eG in cooperation with the Indo-German Chamber of Commerce (IGCC) and with the support of the Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturers' Association (TAITMA). Interested buyers, traders, importers, exporters and licensing agencies from India and the world can register as visitors free of charge on the Internet at www.kidsindia.de/visitors.

Kids India will give the Indian toy market another boost. Ernst Kick, Chief Executive Officer of Spielwarenmesse eG, has observed for a long time now that the importance of games and toys as an economic factor is increasing in India: "The growing prosperity of the Indian population is pushing up sales of consumer goods and toys. With Kids India we are creating a B2B marketplace for the rising demand. This provides the traders with a concentrated display of Indian toys supplemented with international suppliers and brands." Vivek Jhangiani, TAITMA President, also refers to the enormous potential of the trade fair: "More and more money is being spent on toys in India." Bernhard Steinrücke, Director General of IGCC, sees prospects especially for the local industry: "Kids India particularly brings totally new business opportunities for the Indian companies that have previously not taken part in trade fairs outside India. They get access to international markets and have the possibility of meeting buyers who were previously beyond their reach." J.K. Dadoo, Chairman of SGEPC, agrees with this

Press Information



assessment: “Kids India will bring international buyers to India, which will boost exports.”

In the varied workshop and seminar programme at Kids India, national and international speakers present topical issues in the industry: Philippe Guinaudeau (CEO, Kidz Global) discusses toy trends in India and the world, whereas Nagarajan Subramanian (Entheos Consulting – licensing agency of Warner Bros Consumer Products in India) deals with “Licenses and Toys: The Dream Team”. Well-known traders, manufacturers and associations provide interesting insights and new impetus in panel discussions on the “Value of Play” and the future of the Indian toy market. The National Institute of Design (NID) rounds off the programme with a workshop on the subject of design. More information about the three-day programme is available at <http://www.kidsindia.de/fair-facts/program>. Participation in the workshop and seminar programme is free for fair visitors.

Visitors have the unique opportunity to experience the premiere of Kids India themselves. The list of exhibitors for planning their visit can be found online at www.kidsindia.de/fair-facts/exhibitors-list. Fair participants can already make initial contacts in advance on Facebook at www.facebook.com/events/389604187814663.

Supplementary information like the seminar and workshop programme is available for anyone interested at www.kidsindia.de. Tanu Ailawadi will be pleased to answer questions.

Ms Tanu Ailawadi, Indo-German Chamber of Commerce
Tel.: +91 11 / 4 71 688-22
E-mail: tanu@indo-german.com

22.10.2013 – km

Kids India at a glance

List of exhibitors at Kids India: www.kidsindia.de/fair-facts/exhibitors-list

Programme at Kids India: www.kidsindia.de/fair-facts/program

Registration for Kids India: www.kidsindia.de/visitors

Kids India on Facebook: www.facebook.com/events/389604187814663/

Press Information



Kids India, Mumbai

Kids India in Mumbai is organized by the Nuremberg fair and marketing services provider Spielwarenmesse eG. The international trade fair for kids' articles covers toys, baby articles, licensed products and articles for sport, leisure and hobbies. Kids India takes place annually in the autumn in the Bombay Convention & Exhibition Centre (BCEC). Spielwarenmesse eG is supported by the Indo German Chamber of Commerce (IGCC) in the organization of Kids India. More information about the premiere of Kids India from 24–26 October 2013 is available on the Internet at www.kidsindia.de.

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. ti., 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. The complete company profile can also be seen on the Internet at www.spielwarenmesse-eg.com.

Indo-German Chamber of Commerce

Indo-German Chamber of Commerce (IGCC) with over 6,700 members is the largest bi-national chamber. It has a strong local presence with a head office in Mumbai and branch offices in Delhi, Bangalore, Kolkata, Chennai & Pune. As the primary contact for Indian and German companies it plays a major role in enhancing the bilateral economic relations between India and Germany. IGCC officially represents Spielwarenmesse in India. The qualified team of the highly regarded and respected institution with more than 50 years of experience brings to 'Kids India' its expertise in organizing and supporting trade shows in India and Germany.

World of Toys Pavilion adds crowning touch to international range of products at Kids India

- Trade fair starts with over 100 exhibitors at the premiere from 24–26 October 2013
- 16 companies take part in the international fair programme World of Toys

More and more companies see their chance in the enormous potential demand for consumer goods on the Indian market. The premiere of Kids India from 24–26 October 2013 therefore comes at just the right time for over 100 national and international toy manufacturers. 16 companies from Germany, Great Britain, Korea, Macau, Malaysia, Poland and the Czech Republic will exhibit in the World of Toys Pavilion by Spielwarenmesse eG. Kids India is organized by Spielwarenmesse eG in cooperation with the Indo-German Chamber of Commerce (IGCC) and is also supported by the Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturers' Association (TAITMA).

The Birmingham Chamber of Commerce & Industry has also recognized the potential of Kids India and the Indian economy and is taking part in the World of Toys Pavilion with five companies from Great Britain. KidsKinder Dreams, an expanding company founded in 2012, is also seizing the opportunity for intensifying business contacts in India at the international trade fair. The Indian-German joint venture owns the exclusive sales rights in India for the German toy manufacturers Haba, Jamara, NICI, Playmobil and Rebel Kidz. Other companies in the international pavilion include Trefl SA from Poland, which presents its Morph Puzzles. The Monster High subjects use changing pictures with 3D effects to make jigsaw puzzles a challenge. The Starkid R/C models by Panland of Germany are also real eye-catchers. Retailers can delight their customers with the unusual LED light effects on the rotor blades of the Light Blade Helicopter or with the daring flight manoeuvres of the Quadrocopter X-UFO. The Yedoo scooters and bikes from Intrea Piko of the Czech Republic promote the fun of movement among kids and adults. The company is launching its versatile scooters and running bikes in a fun design for the first time on the Indian market at Kids India. Brainstorm Ltd. brings the Northern & Southern Lights and the night sky into all Indian kids' rooms, thanks to the Aurora Projector and the 2 in 1 Globe. Paroh Ltd. presents leading toy brands like Vivid Imaginations, MGA Bratz, Mookie, Disney, Ohia Art, John Adams, Giochi Preziosi,



Spielwarenmesse eG

...connecting the toy world

Press Information

Funrise Tonka, Kasdon, Laser Pegs, Renart, Knex, Dragon, HGL and Underground Toys. The exhibitors in the international pavilion extend the product spectrum in almost all product groups at Kids India. The following companies are represented in the World of Toys Pavilion by Spielwarenmesse eG at the premiere of the fair:

Birmingham Chamber of Commerce & Industry, Great Britain

Brainstorm Ltd., Great Britain

Dream International Co., Korea

Grimm's GmbH, Germany

Hobby Products International Ltd., Great Britain

IXO - IST Models - PCT Collectibles Industry Co. Ltd., Macau

Jombola International, Malaysia

KDI Industries Sdn Bhd, Malaysia

KidsKinder Dreams India Priv. Ltd., India, with Haba, Jamara, NICI, Playmobil, Rebel Kidz

Marvins Magic, Great Britain

Panland GmbH, Germany

Paroh Ltd., Great Britain

Revell GmbH, Germany

Spielwarenmesse eG, Germany

TREFL SA, Poland

Yedoo - Intrea-Piko, s.r.o., Czech Republic

More information about all Indian and international exhibitors at Kids India is available at www.kidsindia.de/fair-facts/exhibitors-list. Interested retailers and buyers can register as trade visitors free of charge at www.kidsindia.de/visitors.

24.10.2013 – km

Kids India at a glance

List of exhibitors at Kids India: www.kidsindia.de/fair-facts/exhibitors-list

Programme at Kids India: www.kidsindia.de/fair-facts/program

Registration for Kids India: www.kidsindia.de/visitors

Kids India on Facebook: www.facebook.com/events/389604187814663

Kids India, Mumbai

Kids India in Mumbai is organized by the Nuremberg fair and marketing services provider Spielwarenmesse eG. The international trade fair for kids' articles covers toys, baby articles, licensed products and articles for sport, leisure and hobbies. Kids India takes place annually in the autumn in the Bombay Convention & Exhibition Centre (BCEC). Spielwarenmesse eG is supported by the Indo-German Chamber of Commerce (IGCC) in the organization of Kids India. More information about the premiere of Kids India from 24–26 October 2013 is available on the Internet at www.kidsindia.de.

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. The complete company profile can also be seen on the Internet at www.spielwarenmesse-eg.com.

1st Kids India

24–26 October 2013

At a Glance

- B2B trade fair: International exhibition for toys and children's goods
- Exhibitors: 108 from 8 countries at Kids India 2013 presenting 138 brands
- Display area: 6,200 sqm gross, 2,800 sqm net
- Venue: Bombay Convention & Exhibition Centre, Hall 6, Mumbai
- Event cycle: Annually

Admission

- Registration at www.kidsindia.de/visitors: Free entry for registered trade visitors
- For trade visitors only – No admission under the age of 18 years
- Opening hours: Thursday to Saturday daily from 10 a.m. – 6 p.m.

Highlights

- **Heritage of India Pavilion by Anacra**
Display of traditional toys branded "Dovetail" sourced from the regions
 - Channapatna: particular form of wooden toys and dolls
 - Etikopakka in Visakapatnam, Andhra Pradesh: wooden toys and crafts
- **NID Pavilion (National Institute of Design)**
Presentation of NOVA VIA, No Dues Design, Khidki, National Institute of Design
- **UK Pavilion**: 5 exhibitors from Great Britain
- **World of Toys Pavilion** - International fair programme by Spielwarenmesse eG:
16 exhibitors from 7 countries present 27 brands

Seminar Programme and Panel Discussions

24.10. – 26.10.2013, Conference Area, Hall 6, BCEC

Complete programme: <http://www.kidsindia.de/fair-facts/program>

Participation in the Seminar Programme and Panel Discussions is free of charge for fair visitors.

Dates of coming fairs

Kids India 2014: 18. – 20. September 2014

Kids India on the internet www.kidsindia.de

Press releases are available at www.kidsindia.de/press

List of exhibitors on: www.kidsindia.de/fair-facts/exhibitors-list

Kids India on Facebook: www.facebook.com/events/389604187814663/

Value of Play charity campaign

The committee and projects are presented at www.valueofplay.in

Contact

Tanu Ailawadi, Indo-German Chamber of Commerce
German House, 2, Nyaya Marg, Chanakyapuri, New Delhi - 110 021, INDIA
Tel.: +91 11 47168822 (Direct), Fax: +91 11 26873221
Email: tanu@indo-german.com

Kids India, Mumbai

Kids India in Mumbai is organized by the Nuremberg fair and marketing services provider Spielwarenmesse eG. The international trade fair for kids' articles covers toys, baby articles, licensed products and articles for sport, leisure and hobbies. Kids India takes place annually in the autumn in the Bombay Convention & Exhibition Centre (BCEC). Spielwarenmesse eG is supported by the Indo-German Chamber of Commerce (IGCC) in the organization of Kids India. More information about the premiere of Kids India from 24–26 October 2013 is available on the Internet at www.kidsindia.de.

Spielwarenmesse eG

Spielwarenmesse eG is the leading exhibition organizer and marketing services provider for the toy industry. The Nuremberg-based company organizes both Spielwarenmesse, the world's leading trade fair for toys, hobbies and leisure, as well as the international exhibition programme World of Toys by Spielwarenmesse eG. This joint participation concept is designed to bring manufacturers to trade fairs world-wide. As of 2013, the cooperative will be organizing Kids India in Mumbai with support from the Indo-German Chamber of Commerce. More information on the company profile is available on the Internet at www.spielwarenmesse-eg.com.

Indo-German Chamber of Commerce

Indo-German Chamber of Commerce (IGCC) with over 6,700 members is the largest bi-national chamber. It has a strong local presence with a head office in Mumbai and branch offices in Delhi, Bangalore, Kolkata, Chennai & Pune. As the primary contact for Indian and German companies it plays a major role in enhancing the bilateral economic relations between India and Germany. IGCC officially represents Spielwarenmesse in India. The qualified team of the highly regarded and respected institution with more than 50 years of experience brings to 'Kids India' its expertise in organizing and supporting trade shows in India and Germany www.indo-german.com.

Sports Goods Export Promotion Council (SGEPC)

The organization of Kids India is made possible with the support of the partner Sports Goods Export Promotion Council (SGEPC). SGEPC is sponsored by the Ministry of Commerce & Industry, Government of India and is working for the promotion of India's exports of sports goods and toys. Founded in 1958 as a common platform, SGEPC represents all leading manufacturers and exporters of sports goods and toys in India. More information is available on the internet at www.sportsgoodsindia.org.

The All India Toy Manufacturers' Association (TAITMA)

The organization of Kids India is made possible with the support of the partner The All India Toy Manufacturers' Association (TAITMA). TAITMA was established in 1976 with the prime object of fostering integrated and accelerated growth and development of the toy industry in India, in a systematic and scientific manner, and to exploit its export potential to earn valuable foreign exchange for the country. More information is available on the internet at www.taitma.com.

Value of Play in India

Value of Play is a charity campaign for Indian children. The Value of Play committee is raising public awareness that play has a comprehensive learning impact on a child's character and education. The committee members, all ambassadors of the value of play in his or her way, give children the opportunity of playing, and care especially for children living in poverty. The charity campaign will spot and develop resourceful charity projects or support NGOs for the well-being of children in India. Further information on Value of Play and the Value of Play Committee is available on the Internet at www.valueofplay.in.

Charity campaign in India focuses on Value of Play

- Internet site www.valueofplay.in presents campaign
- Exhibitors at Kids India in Mumbai donate toys to Magic Bus
- Committee discusses the importance of toys and play for the development of children on 25.10.2013

Learning by playing! But the value of play is neither known to all the people nor do they all have the scope to play and learn. The Value of Play campaign has set itself the goal of increasing the Indian population's awareness of the value of play. Its aim is to encourage people in India to play more and so exploit their development potential to the full. To achieve this goal, representatives from politics, science, non-government organizations (NGO), film and television and the industry have joined forces on the Value of Play Committee. The group of seven in cooperation with Spielwarenmesse eG and the Indo-German Chamber of Commerce develops projects that promote children at play. In the first charity action, toy manufacturers taking part in the Kids India trade fair in Mumbai will donate their exhibits to Magic Bus. This is a charity programme in which 10,000 mentors open up undreamt-of opportunities for the lives of poor children in their neighbourhood through a learning by playing approach.

The Value of Play Committee consists of the following members, each of whom is an ambassador for the Value of Play in his or her own way:

Dr. Rajani Konantambigi, Associate Professor at Centre for Human Ecology, Tata Institute of Social Sciences, does research on child and adolescent development in adverse contexts and is President of the International Play Association in India.

Shradha Mehra, Master of Child Development at the University of Delhi, is an expert in child development. She has a lot of experience in working with children with special needs. Furthermore she collaborated with a number of NGOs (e.g. Deeds, Disha).

Sanjay Singh, founder and global head of the "Chuppi Todo Campaign", worked for several years as a TV journalist. After a course in Child Rights he started his "Chuppi Todo Campaign" against child abuse, which sensitizes people and encourages children.

Matthew Spacie, CEO and founder of the NGO Magic Bus, started the charitable project in 1999. The organization has grown into a mentoring programme teaching 300,000 children each week important skills for their future life while playing.

Press Information



Vivek Jhangiani, President of The All India Toy Manufacturers' Association, which speaks for the Indian toy industry. He is the Value of Play ambassador in the Indian toy industry for raising funds and support for the various projects to come.

Ernst Kick, CEO of Spielwarenmesse eG, treasures playing abilities, team spirit and creativity as key skills for personal development. He has joined the Committee to support children in overcoming limitations through play.

The newly founded Value of Play Committee makes its first joint public appearance at the Kids India trade fair in Mumbai on 25.10.2013. A panel discussion at the fair will deal with the question of how toys and play effect the development of children in general. The various points of view contributed by the committee members promise revealing findings on the value of play and the importance attached to play in India. The panel discussion takes place from 3 p.m. to 4 p.m. in the Bombay Convention & Exhibition Centre.

The Internet site www.valueofplay.in contains further information about the committee, future projects and the development of the charity campaign.

Contact for Indian Media Representatives
Ms Tanu Ailawadi, Indo-German Chamber of Commerce
Tel.: +91 11 / 4 71 688-22
E-mail: tanu@indo-german.com

Contact for International Media Representatives
Kyra Mende, Spielwarenmesse eG
Tel.: +49 911 / 9 98 13-33
E-mail: k.mende@spielwarenmesse.de

22.10.2013 – km

Value of Play in India

Value of Play is a charity campaign for Indian children. The Value of Play committee is raising public awareness that play has a comprehensive learning impact on a child's character and education. The committee members, all ambassadors of the value of play in his or her way, give children the opportunity of playing, and care especially for children living in poverty. The charity campaign will spot and develop resourceful charity projects or support NGOs for the well-being of children in India. Further information on Value of Play and the Value of Play Committee is available on the Internet at www.valueofplay.in.

Press Information



Kids India, Mumbai

Kids India in Mumbai is organized by the Nuremberg fair and marketing services provider Spielwarenmesse eG. The international trade fair for kids' articles covers toys, baby articles, licensed products and articles for sport, leisure and hobbies. Kids India takes place annually in the autumn in the Bombay Convention & Exhibition Centre (BCEC). Spielwarenmesse eG is supported by the Indo-German Chamber of Commerce (IGCC) in the organization of Kids India. More information about the premiere of Kids India from 24–26 October 2013 is available on the Internet at www.kidsindia.de.

Spielwarenmesse eG

Spielwarenmesse eG is the leading exhibition organizer and marketing services provider for the toy industry. The Nuremberg-based company organizes both Spielwarenmesse, the world's leading trade fair for toys, hobbies and leisure, as well as the international exhibition programme World of Toys by Spielwarenmesse eG. This joint participation concept is designed to bring manufacturers to trade fairs world-wide. As of 2013, the cooperative will be organizing Kids India in Mumbai with support from the Indo-German Chamber of Commerce. More information on the company profile is available on the Internet at www.spielwarenmesse-eg.com.

Indo-German Chamber of Commerce

Indo-German Chamber of Commerce (IGCC) with over 6,700 members is the largest bi-national chamber. It has a strong local presence with a head office in Mumbai and branch offices in Delhi, Bangalore, Kolkata, Chennai & Pune. As the primary contact for Indian and German companies it plays a major role in enhancing the bilateral economic relations between India and Germany. IGCC officially represents Spielwarenmesse in India. The qualified team of the highly regarded and respected institution with more than 50 years of experience brings to 'Kids India' its expertise in organizing and supporting trade shows in India and Germany.