

## **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](http://www.kidsindia.de/fair-facts/exhibitors-list). Interested retailers and buyers can register as trade visitors free of charge at [www.kidsindia.de/visitors](http://www.kidsindia.de/visitors).

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### **Kids India at a glance**

List of exhibitors at Kids India: [www.kidsindia.de/fair-facts/exhibitors-list](http://www.kidsindia.de/fair-facts/exhibitors-list)

Programme at Kids India: [www.kidsindia.de/fair-facts/program](http://www.kidsindia.de/fair-facts/program)

Registration for Kids India: [www.kidsindia.de/visitors](http://www.kidsindia.de/visitors)

Kids India on Facebook: [www.facebook.com/events/389604187814663](http://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](http://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](http://www.spielwarenmesse-eg.com).