

### **Première of Kids India 2013 surpasses all expectations**

- Next Kids India takes place from 18 to 20 September 2014
- First registrations for the trade fair in Mumbai have already been submitted

From 24 - 26 October 2013 108 exhibitors enjoyed a successful premiere of Kids India. The trade fair in Mumbai was attended by 5,237 buyers and retailers. Both the high number and good quality of trade visitors, and also the positive response on the part of exhibitors, surpassed all expectations of the organiser Spielwarenmesse eG. At the same time, fair participants thus demonstrated that they accept the new B2B trade fair as their business platform for the growing Indian toy market. Exhibitors presented toys, baby articles, licensed products, sport articles, leisure and hobby articles in a 6,200 m<sup>2</sup> exhibition area. Spielwarenmesse eG organised the new trade fair with the support of the Indo-German Chamber of Commerce (IGCC), in cooperation with the Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturers' Association (TAITMA).

### **Excellent cooperation with partners**

Ernst Kick, Chief Executive Officer of Spielwarenmesse eG, is proud of the trade fair launch results: "We are happy to have been able to support the development of the Indian toy market as a professional fair organiser. Thanks to the good cooperation with IGCC and our partners we experienced a trade fair that has immediately established itself as the country's most important trade fair at its premiere." J.K. Dadoo, Chairman, Sports Goods Export Promotion Council (SGEPC), is pleased to note the opportunity created by Kids India for the Indian toy manufacturers: "The trade show created an appealing business atmosphere for the manufacturers to put their products in the limelight. After the brilliant start, the trade fair will attract more international buyers to Mumbai in its future editions. This way, Kids India will help in promoting the export of Indian toy companies in the long-run." According to Vivek Jhangiani, President of The All India Toy Manufacturers' Association (TAITMA), the TAITMA members appreciated the premier of Kids India, too: "Our association and our members have received enormous exposure at this event. The show has been well organized. Also the exposure gained through the events planned around the exhibition such as the panel discussions and the awareness campaign "Value of Play" have given an impetus to the Indian Toy industry to not only grow commercially but to also balance the social impact. TAITMA is

very happy to be associated with Kids India and look forward to strengthening our relationship going forward.”

### **Exhibitors are impressed by Kids India trade fair concept**

All companies which joined Kids India as exhibitors of the first hour were quite curious what the trade fair would look like. This feeling was shared by Stuart Whitehill, Overseas Fairs – Account Director of the Birmingham Chamber of Commerce and Industry and organizer of the UK participation: “We were very excited about the first edition of Kids India; we were hoping that it would present us with a fantastic opportunity to explore, understand and experience the huge potential of the Indian toy sector- it did not disappoint! Our UK exhibitors met with some of the top tier visitors from major retailers including Landmark, Wal-Mart and Hamley’s to name but a few. Visitor attendance was high and the quality superb. Spielwarenmesse had promised a truly B2B trade only event and they delivered! We shall be back again in 2014 and as UK government has granted its support through the Chamber we expect to see a larger UK presence.” Similar impressions of the trade fair had Mr. Rajesh Sharma, Senior Marketing Manager of Frank Educational AIDS: “We are happy the way the fair is being organized. The exhibition in its first edition witnessed quality visitors which is a good sign for its future editions. For us, the exhibition has provided good platform to generate new business. We received plethora of enquiries for e-commerce. Kids India 2013 will facilitate to augment our market share in the western part, too. In my personal opinion we should be here in the next edition as well.”

### **Seminar and workshop programme raised awareness for playing and toys**

During the three-day seminar and workshop programme trade visitors were particularly interested in lectures on developments in the toy market. Philippe Guinaudeau, CEO of the market research company Kidz Global provided a global outlook in his lecture entitled “Hot Trends! - International Product and Market Trends”. In the next lecture, Sudhir Pai, Vice President & Head, Hamleys focused on trends and prospects in the Indian market. A discussion by international and Indian toy experts on the subject of “Toy Market in India - Sunset or Sunrise?” enthralled the trade audience.

### Charity Campaign Value of Play kick-off at Kids India

The kick-off event of the charity campaign Value of Play for India was held at Kids India. The initiative aims to raise awareness of the value of play in the Indian population, and to foster personal development potential in underprivileged children through play. The newly founded Value of Play committee explored the question of “How Do Toys and Play Affect the Overall Development of a Child?” in a panel discussion. The positive response to the panel discussion confirms the importance and relevance of this subject. Many exhibitors took up the invitation to make a toy donation to the first Value of Play charity project. The non-governmental organisation Magic Bus is delighted with the toys. More details about the campaign, committee and charity project are available on the Internet website [www.valueofplay.in](http://www.valueofplay.in).

Many impressions of Kids India can be viewed on the Internet website [www.pinterest.com/spielwarenmesse/kids-india-2013/](http://www.pinterest.com/spielwarenmesse/kids-india-2013/). Registration forms for the World of Toys Pavillion will be available for international manufacturers in the Internet as of January. The following contact persons will be pleased to provide further details.

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Kids India at a glance

PR photos of Kids India: [www.toyfair.de/photos](http://www.toyfair.de/photos)

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

Kids India on Facebook: [www.facebook.com/events/389604187814663/](https://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](http://www.kidsindia.de).

## **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](http://www.valueofplay.in).

## **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](http://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](http://www.indo-german.com).