

Kids India enters second round in September

- Second Kids India in Mumbai from 18–20 September 2014
- 50 companies have already registered

After its successful premiere last year, Kids India enters the second round. The biggest international trade fair for toys in India takes place at the Bombay Convention & Exhibition Centre in Mumbai from 18–20 September 2014. The organizer is Spielwarenmesse eG supported by the Indo-German Chamber of Commerce (IGCC). 50 national and international firms have already registered for Kids India 2014, of which 86 per cent are repeat participations. The closing date for applications for Kids India is 15 May 2014. Interested companies can obtain additional information at www.kidsindia.de. The trade fair focuses on toys, baby articles, licensed products and articles for sport, leisure and hobbies.

For Dr. Shyam Makhija from Pegasus Toy-Kraft Pvt. Ltd. Kids India was an excellent event. "This is what a trade fair is all about. Everything was perfect from the organization to the smooth running of the event on the ground. We were able to position our company and products better in the national and international market and make good contacts. We'll certainly exhibit again in 2014." At the last Kids India, altogether 108 exhibitors from eight countries presented their products to 5,237 trade visitors from 35 countries on a display area of over 6,200 m².

"We'll definitely be there again at Kids India 2014," says Peter Broegger, Mattel SVP & GM Asia Pacific. For Mattel Toys (India) Private Limited, Kids India is already a permanent event in the calendar: "Kids India has proved to be the toy industry's leading fair in India right from the start - and we're very pleased to have taken part. The organization and atmosphere were excellent and the premiere far exceeded our expectations, especially in terms of the number and quality of the visitors."

Tanu Ailawadi will be pleased to answer any questions concerning registration and exhibiting at Kids India.

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Kids India on Facebook: www.facebook.com/events/474309822675537/

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 Kids India from 18–20 September 2014 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 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, Russia and Turkey. 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. Şi., 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 be seen on the Internet at www.spielwarenmesse-eg.de.

Indo-German Chamber of Commerce (IGCC)

The Indo-German Chamber of Commerce (IGCC) with over 6,700 members is the largest bi-national chamber. It has a strong presence in India with a head office in Mumbai and branch offices in Bangalore, Kolkata, Chennai & Pune. As the primary contact for German companies in India, 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. The complete company profile can be seen on the Internet at www.indo-german.com.