

### **Kids India enlarges display area to 8,000 m<sup>2</sup>**

- Kids India in the Bombay Convention & Exhibition Centre from 18–20.9.2014
- Spielwarenmesse eG organizing World of Toys Pavilion at Kids India

The fair organizer, Spielwarenmesse eG, is enlarging the display area for the second Kids India from 6,200 m<sup>2</sup> to as much as 8,060 m<sup>2</sup>. “After last year’s successful premiere, it is absolutely necessary to extend the display area at Kids India,” says fair boss Ernst Kick. “We have received an incredibly positive response to our fair. Most of the exhibitors registered again for 2014 during the last Kids India.” These include Frank Educational Aids, G.B. Sports, Hilife Marktech, Innisfree Education, Jasco, Min Toy, Pegasus Toykraft and Rachit Enterprises. Global players like Chicco, Mattel and Simba Dickie will also be exhibiting at the Indian fair again. 150 exhibitors are expected at the second Kids India, which takes place in the Bombay Convention & Exhibition Centre from 18–20.9.2014.

“The high level of interest of the exhibitors shows us that we have done everything right in the organization of the fair and that the Indian market has accepted its new international trade fair. To make sure all exhibitors have sufficient space for their product presentations, the space available at Kids India will be enlarged by 30 per cent in only the second year,” Kick continues. At the first Kids India in October 2013, 108 exhibitors met 5,237 visitors.

Spielwarenmesse eG is also organizing an international pavilion again at Kids India. This gives small and medium enterprises the opportunity to concentrate on making contacts in the Indian market. The organizer takes care of the stand organization. Companies from Germany, Korea, Singapore, the Czech Republic, the UK, the USA and Belarus have already registered for the World of Toys by Spielwarenmesse eG Pavilion.

Kids India is organized by Spielwarenmesse eG in cooperation with the Indo-German Chamber of Commerce. More information about Kids India is available at [www.kidsindia.de](http://www.kidsindia.de). For further details and participation, please contact Ms. Tanu Ailawadi, Indo-German Chamber of Commerce, Tel.: +91 11 / 4 71 688-22, E-Mail: [tanu@indo-german.com](mailto:tanu@indo-german.com)

3.7.2014 – sd

### **Spielwarenmesse eG**

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg company organizes the world-leading **Spielwarenmesse®** in Nuremberg, **Kids India** in Mumbai, **Toyzeria** in Istanbul and **Insights-X** in Nuremberg. The range of services provided by the cooperative also 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 and two subsidiaries, Spielwarenmesse Shanghai Co., Ltd. with responsibility for the People's Republic of China, and Spielwarenmesse Middle East Fuarçılık Ltd. Şti., which is responsible for Turkey, the Near East and the Middle East. The cooperative holds a major stake in the Russian exhibition company RNTA Expo, which organizes **Kids Russia** in Moscow. The complete company profile can be seen on the Internet at [www.spielwarenmesse-eg.de](http://www.spielwarenmesse-eg.de).

### **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 is available on the Internet at [www.kidsindia.de](http://www.kidsindia.de).