

Secure your place in a growth market and sign up for Kids India

- The trade fair takes place in the Bombay Convention & Exhibition Centre from 24 to 26 September 2015
- Closing date for registrations to the World of Toys Pavilion is 15 May 2015

Kids India is a springboard into the Indian growth market for manufacturers around the globe. The trade fair takes place in Mumbai for the third time from 24 to 26 September 2015. International companies who would like to forge new business contacts can register for the international pavilion organized by World of Toys by Spielwarenmesse eG up to 15 May 2015. Participation in the international fair programme is an efficient way of gaining a foothold in this promising market. For details of fair participation go to www.world-of-toys.org/india/kids-india/participation-2015/?L=1.

One fifth of the world's population under 25 lives in India. The country has the second highest population in the world – of which more than quarter is under the age of 14. India's major potential for toy manufacturers is reflected in Kids India's growth curve. Last year it increased its exhibition space appreciably from 6,200 m² to 8,700 m² with 10 percent more visitors. Around 5,700 trade visitors flocked to the fair to find out about new products from a total of 153 exhibitors. The trade fair has thus not only established itself on the Indian market, but has also become the largest trade fair of its kind in India.

Chris Poole, Director of Shades CP Ltd. from Great Britain explains why the trade fair is of such interest to international companies: "Kids India gives us access to a market, which we cannot tap with such efficiency from Europe." Aliaksandr Halaunitski, International Sales Manager of PP Polesie JV Ltd., Belarus agrees: "We take part in international fairs all over the world, but Kids India offers us a unique opportunity to present our products to the India market." Simba Toys Middle East/ India also rated their participation at Kids India as a great success as Mr. Shree Narayan Sabharwal, Business Head India, reports: "Kids India is an outstanding opportunity for us to present our products and familiarise ourselves with current trends and nuances in the Indian toy market. We had a huge amount of visitors and several business enquires this year."

Kids India is organized by Spielwarenmesse eG with support from the Indo-German Chamber of Commerce (IGCC). Their partners are the Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturers' Association (TAITMA).

05.03.2015 – mn / km

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 / Kids Turkey** 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 Grand Expo, which organizes **Kids Russia** in Moscow. **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be seen on the Internet at www.spielwarenmesse-eg.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 Kids India is available on the Internet at www.kidsindia.de.