

Indian government supports international visitors to Kids India

- 3rd Kids India takes place in Mumbai from 24 – 26.9.2015
- Visitor registration at www.kidsindia.de/visitor

Many regular exhibitors have already registered for the third Kids India, including leading companies such as Simba Dickie, Funkskool, Artsana Chicco, Frank Educational Aids, Jasco, Peacock Toys, Vinex, Zephyr and many other global players as well as well-established producers. The high repeat attendance figures for exhibitors show how important the trade fair is for India's toy industry.

This year the Sports Goods Export Promotion Council (SGEPC) is offering a reimbursement programme for international buyers who visit Kids India. This support from the Indian government for Kids India also clearly illustrates that the trade fair has become the most well established business platform for the Indian toy industry. For more details visit www.kidsindia.de/visitors. As Ernst Kick, CEO, Spielwarenmesse eG notes: "We are highly honoured by the trust invested in us by exhibitors, visitors and now also the Indian government."

Within only three years Kids India has established itself as the leading B2B trade fair in India, and the meeting place for all key decision-makers in the Indian toy industry. This is reflected by the positive figures for the trade fair. Last year 153 exhibitors and 5,726 visitors flocked to Mumbai – that is 40 percent more exhibitors and 10 percent more visitors than in 2013.

Registration for trade visitors to Kids India opened in June at www.kidsindia.de/visitors. The third Kids India takes place in Mumbai from 24 – 26.09.2015 at the Bombay Convention & Exhibition Centre.

The organiser is again cooperating with Lufthansa and a partner travel agency in India to offer trade visitors various options for travel and accommodation. All details are available at www.kidsindia.de/fair-facts/travel-stay.

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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.