

Kids India extends exhibition to new hall

- Indian trade fair to run from 15 to 17 September 2016 in Mumbai
- More details at www.kidsindia.de

Kids India is poised to extend its exhibition area, filling two halls for the first time in 2016. "The decision to expand was prompted by the incredibly positive response from both exhibitors and visitors in the last three years," states CEO Ernst Kick. "The extra area will enable us to offer all our exhibitors sufficient space for their product presentations, whilst accommodating new features such as special shows that provide our audience with extra added value." One such feature is the Back-to-School Area which celebrates its debut this year. This 500 m² zone invites manufacturers from the school requisites and stationery fields to showcase their products such as school bags, pencil cases and writing utensils.

The fourth Kids India is set to run from 15 to 17 September 2016 in Halls 5 and 6 of the Bombay Convention and Exhibition Centre. In recent years, the international trade fair has established itself as India's biggest toy show. Many of the exhibitors have been appearing at the event since the start – among them companies such as Brightway Exports International (Speed Up), Chirantan Enterprises, G. B. Sports, Innisfree Education, Jasco Handicrafts Pvt. Ltd., Pegasus Toy-Kraft Pvt Ltd., Playmate Toys, Prem Ratna/Rupratna Marketing and Vardhaman I.Q. Toys Pvt. Ltd.

The last Kids India, which opened its doors in Mumbai from 24 to 26 September 2015, attracted around 150 exhibitors and 6,100 trade buyers. Both national and international companies unveiled more than 350 brands from the fields of toys, baby items, licensed products, sports goods and leisure and hobby articles in an area of 8,500 m². Spielwarenmesse eG organises Kids India with the support of the Indo-German Chamber of Commerce (IGCC) and in cooperation with the Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturers' Association (TAITMA). Boasting a population of approximately 1.3bn, India ranks among the most important growth markets in the world. Additionally, the second largest nation on the planet has a very young demographic with 47 % of the Indian population under the age of 25.

World of Toys Pavilion at Kids India

In its role as organiser of Kids India, Spielwarenmesse eG is once again staging a pavilion for international exhibitors as part of its World of Toys Programme. Participating small and medium-sized businesses will benefit from an All-round Carefree Package, enabling them to focus all their efforts on forging new contacts, gaining insights into the Indian market and cultivating their business. Companies have already started registering for the World of Toys by Spielwarenmesse eG pavilion. Further information is available at www.world-of-toys.org/india/kids-india/participation-2016/?L=1.

Note for editors: Reprint free of charge. Images available at www.spielwarenmesse.de/en/photos.

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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.