

Kids India: Shaping the future of toys and children's products industry

- 150 exhibitors showcase their products across two halls
- Kids India scheduled to run from 15 to 17 September at the Bombay Convention & Exhibition Centre in Mumbai

The industry for toys and children's products is geared up for the fourth edition of Kids India - India's largest B2B fair where all the key players from the industry will participate along with many young and innovative companies. Within a span of four years the event has established itself as the annual meeting place and the most important networking platform for the industry. Wishing all participants the very best of fortune, Mr. Ernst Kick, CEO, Spielwarenmesse eG, Germany, says: "This year for the first time the fair will be spread over two halls covering an area of 8,500 m² accommodating 150 Indian and international exhibitors representing about 350 brands. This year has also seen Spielwarenmesse eG establish a subsidiary, Spielwarenmesse India Pvt. Ltd., which is organising the event for the first time. There is so much to discover in this industry and at Kids India as we all come together in the Spirit of Play!"

Experience the "Value of Play"

While the growing middle class in urban India is getting more brand and quality minded, the market in general is still quite price sensitive and there is a need to raise awareness about the benefits of play and toys. "Toys play a vital role to help foster the mental, physical, emotional and social development of children. Our initiative 'Value of Play' - an awareness campaign to promote the importance and benefits of play, is one of the steps to encourage play and the use of toys in an emerging market like India", explains Katharina Janotta, Managing Director at Spielwarenmesse India Pvt. Ltd. While the children of today are playing more with their screens than toys, the increased usage of smartphones is not going to replace traditional toys completely. "Traditional toys such as board games, building bricks, dolls and so on will always have a value", feels Katharina Janotta. "And nowadays they can even be played in combination", she adds. This is also reflected in the broad spectrum of products on display at Kids India that range from Soft Toys, Games and Puzzles to Sports and Playground Equipment on the

one hand and from Technical & Action Toys to Electronic Toys and Games and Multimedia on the other.

International support

Since its inception the fair is being supported by the The All India Toy Manufacturers Association (TAITMA) - the oldest and main representatives of the toy industry in India. Mr. Vivek Jhangiani, President, TAITMA states: "The Indian toy market is continuously growing and we can witness more and more spending on toys. We believe this is a sustainable trend which will persist even during times of economic difficulty. Indian consumers are beginning to understand the importance of play, and Kids India is one of the platforms to promote this awareness and educate consumers about the various benefits of toys and play as well as to provide an impetus to the industry." Many of the participating companies including the key players from the industry have been a part of the fair right from the first edition. "From its start, Kids India has proven to be the leading trade fair for the toy industry in India and we are glad to be a part of it. This year too, we are delighted with the wonderful platform we have to showcase our core franchises, new innovations, and comprehensive portfolio of toys. India continues to be a key market for Mattel. The opportunity to reach our Indian consumer in new and meaningful ways is tremendous. We want to ensure we continue to delight our consumers in new and innovative ways. So our toys and consumer products teams are constantly exploring new ideas for toys, new opportunities to collaborate with partners, and new areas to invest." informs Ishmeet Singh, Country Head, Mattel Toys India Pvt. Ltd.

Growth potential for the Indian industry

75 % of the world's toys are still made in China where the bulk of toy exports are produced to OEM orders for foreign brands. However, in light of factors like declining external demands, escalating local production costs and changes in the Renminbi exchange rate, the challenges for the Chinese toy exporters are intensifying. This could translate into opportunities for the Indian manufacturers. Kids India provides an ideal platform for joint ventures, technology transfer and for partnering with international companies. "Kids India is the perfect forum for the Indian toy and sports industry to showcase its expanse to the world and serves as an excellent platform for presenting

Indian made toys and children's products to the world. The fair serves to encourage more international buyers to come to India especially from the neighbouring countries and is thus helping to boost exports", says Tarun Dewan, Executive Director, Sports Goods Export Promotion Council (SGEPC).

More information about Kids India is available on the internet at www.kidsindia.de.

Text length: 4,861 characters

Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.de/fotos under the headings "World of Toys" and "Kids India". Please provide us with a voucher copy on publication.

6.9.2016 – sb

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, **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. It also has several subsidiaries, including Spielwarenmesse Shanghai Co., Ltd., responsible for the People's Republic of China, Spielwarenmesse India Pvt. Ltd., covering the Indian market and Spielwarenmesse Middle East Fuarçılık Ltd. Şti., which looks after 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: World of Toys Pavilion adds international flair

- Pavilion spotlights 16 exhibitors from 9 countries
- Kids India scheduled to run from 15 to 17 September at the Bombay Convention & Exhibition Centre in Mumbai

The World of Toys Programme created by Spielwarenmesse eG paves the way for new products to establish themselves in growth regions and helps companies forge important new business contacts. Accordingly, the Pavilion by Spielwarenmesse eG at Kids India, the trade fair for toys, stationery, licensed products and hobby articles, helps exhibitors from all over the world gain a foothold on the Indian market. This year's international pavilion will feature 19 exhibitors from 9 countries. They will present their innovations to a trade-only audience at the Bombay Convention & Exhibition Centre in Mumbai from 15 to 17 September.

Joint Pavilion provides access to growth markets

The World of Toys Programme makes life easier for exhibitors right from the start. Taking care of organisational aspects such as constructing the stand, arranging an entry in the Kids India catalogue and answering questions arising during the fair, the professionals at Spielwarenmesse eG are instrumental in helping companies build lasting business contacts. "This concept enables us to present our board games to the Indian market and to focus all our attention on generating new business," explains Juha Nieminen of Tac Tic Games Oy from Finland, adding: "We're really excited about showing the visitors our party game "Alias" and our outdoor game "Mölkky". The Indian market is becoming increasingly important for international competitors. The potential is enormous: Around 20% of the world's under 25-year-olds live in India. The toy sector ranks as one of the country's growth markets and is forecast to expand to US\$ 450m by 2017. "This is also confirmed by Kids India which is taking place for the fourth time and is featuring an extended range of products. This year, the fair is being staged for the first time by the newly established subsidiary Spielwarenmesse India Pvt. Ltd. We are also extending the exhibition area to include another hall," explains Ernst Kick, CEO of Spielwarenmesse eG.

The pavilion is seen as the cherry on the cake of this successful trade-fair concept. Trade buyers and exhibitors all benefit from the synergies generated by the pavilion. This success is also reflected in the number of exhibitors returning to the event this year. "We are participating for the second time," states Alex Park of D&Tech from Korea. Having forged important business contacts at last year's event, he expects this year to be just as successful: "It is thanks to the World of Toys Pavilion that we can now look forward to our second visit to Kids India."

Exhibitors at the World of Toys Pavilion 2016

Stand No.

Artesania Latina (Spain)	D20
Chenghai Baoli Toys Factory (China)	D22
Collecta Global Ltd. (Hong Kong)	D32
D&Tech (Korea)	D27
Edu Apps (Mal) Sdn Bhd (Malaysia)	D40
Guangdong Attop Technology Co. Ltd. (China)	D38
Guangdong Zhenfeng Science and Educational Toys Co. Ltd. (China)	D31
KDI Industries Sdn Bhd (Malaysia)	D26
Latex Occidental Exportadora, S.A. de C.V. (Mexico)	D37
Shantou Honghu Plastics Co., Ltd. (China)	D35
Shantou Jiayang Trading Co., Ltd. (China)	D34
Spielwarenmesse eG (Germany)	D21
TacTic Games Oy (Finland)	D23
Tai Xing Yuan Trading Co., Ltd. (China)	D28
Welly Die Casting International Ltd. (Hong Kong)	D33
WWW International Incorporated (Thailand) Co., Ltd. (Thailand)	D36

Further information as well as Travel and Business Guides for visiting Kids India are available on our website at www.kidsindia.de/exhibitors.

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4th Kids India **15 - 17 September 2016**

At a Glance

- B2B trade fair: International exhibition for toys and children's products
- Exhibitors: 150 from 10 countries at Kids India 2016 representing about 350 brands
- Display area: 8,500 m² gross
- Venue: Bombay Convention & Exhibition Centre, Halls 5/6, Mumbai
- Event cycle: Annually

Admission

- Registration at www.kidsindia.de/visitors: Free entry for registered trade visitors
- For trade visitors only – No admission under the age of 18 years
- Opening hours: Thursday: 9 am - 5 pm
Friday & Saturday: 9 am - 6 pm

Highlights

- **World of Toys Pavilion** - International fair programme by Spielwarenmesse eG: 16 exhibitors from 9 countries
- **Special Area Back to School** - A special area in hall 6 dedicated to the product group School Articles, Stationery. This focussed pavilion will attract visitors looking for manufacturers of back to school, stationery and related items.
- **Seminar Programme and Panel Discussions**
15 – 17 September 2016, Seminar & Workshop Area, Hall 6, BCEC
Complete programme: <http://www.kidsindia.de/fair-facts/program>
Participation in the Seminar & Workshop Programme and Panel Discussions is free of charge for fair visitors.
- **B2B Matchmaking Programme**
In order to support the visitors and exhibitors in finding the right business partners, Kids India offers a B2B matchmaking programme. Potential business partners can get in contact already before the fair and plan their meeting onsite.

Dates of coming fairs

Kids India 2017: 20 – 22 September 2017

Kids India on the internet www.kidsindia.de

Press releases are available at www.kidsindia.de/press

List of exhibitors on: www.kidsindia.de/fair-facts/exhibitors-list

Kids India on Facebook: <https://www.facebook.com/events/1531509053766294/>

Value of Play initiative

The committee and projects are presented at www.valueofplay.in

Contact

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Kids India, Mumbai

Kids India in Mumbai is organized by Spielwarenmesse India Pvt. Ltd., the Indian subsidiary of Spielwarenmesse eG, the Nuremberg fair and marketing services provider and organizer of the world's largest. 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 autumn in the Bombay Convention & Exhibition Centre (BCEC). Kids India is also supported by the Sports Goods Export Promotion Council (SGEPC), The All India Toy Manufacturers' Association (TAITMA) and the Indo-German Chamber of Commerce (IGCC). More information about Kids India is available on the Internet at www.kidsindia.de.

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Indo-German Chamber of Commerce

Indo-German Chamber of Commerce (IGCC) with over 6,700 members is the largest bi-national chamber. It has a strong local presence with a head office in Mumbai and branch offices in Delhi, Bangalore, Kolkata, Chennai & Pune. As the primary contact for Indian and German companies it has been playing a major role in enhancing the bilateral economic relations between India and Germany for the past 60 years www.indo-german.com.

Sports Goods Export Promotion Council (SGEPC)

The organization of Kids India is made possible with the support of the partner Sports Goods Export Promotion Council (SGEPC). SGEPC is sponsored by the Ministry of Commerce & Industry, Government of India and is working for the promotion of India's exports of sports goods and toys. Founded in 1958 as a common platform, SGEPC represents all leading manufacturers and exporters of sports goods and toys in India. More information is available on the Internet at www.sportsgoodsindia.org.

The All India Toy Manufacturers' Association (TAITMA)

The organization of Kids India is made possible with the support of the partner The All India Toy Manufacturers' Association (TAITMA). TAITMA was established in 1976 with the prime object of fostering integrated and accelerated growth and development of the toy industry in India, in a systematic and scientific manner, and to exploit its export potential to earn valuable foreign exchange for the country. More information is available on the Internet at www.taitma.com.

Value of Play in India

Value of Play is an initiative in India, which opens up new opportunities to children through play. For this purpose, the Value of Play committee directs public attention to how play promotes the development of a child's character and education. With their own projects, each committee member acts, in his or her own way, as an ambassador for the value of play. They give children opportunities to play. They wish to use the Value of Play initiative to jointly call into being sustainable projects. More information about Value of Play and the committee is available on the Internet at www.valueofplay.in.