

## **Kids India 2016: High quality causes fair participants satisfaction**

- 150 exhibitors at India's largest B2B event for toys and children's products industry
- Special Zone Back to School: Great resonance by exhibitors and visitors

At the Bombay Convention & Exhibition Centre (BCEC), the Kids India was held from 15 to 17 September. Toy innovations and trends of 150 national and international companies representing about 350 brands were presented to 5,129 trade visitors. The highly concentrated B2B fair registered a further improvement in the quality of visitors this year. "Such a high quality of visitors and exhibitors is what sets the fair apart from any other fair in the Indian market. Besides being the largest B2B event for the toys and children's products industry, Kids India is also the only international event for this industry in India. This goes to testify that establishing our own subsidiary in India has been worthwhile and gives us a direct access to this growing market", explains Mr. Ernst Kick, CEO, Spielwarenmesse eG, Germany.

For the fair, Spielwarenmesse India gets support of the Indo-German Chamber of Commerce (IGCC), in cooperation with the Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturers' Association (TAITMA). SGEPC, which is working for the promotion of exports of sports goods and toys from India, is happy to collaborate with Spielwarenmesse in further promotion of these two sectors through Kids India: "We strongly believe that the fair is the perfect forum for the Indian toy and sports industry to showcase its expanse to the world and serves to encourage more international buyers to come to India especially from the neighboring countries and is thus helping to boost exports" says Mr. Tarun Dewan, Executive Director, SGEPC. Mr. Vivek Jhangiani, President TAITMA, states: "Our mission statement at TAITMA is: Fostering integrated and accelerated growth and development of the toy industry in India. By giving our member companies a platform to showcase its huge potential, Kids India truly defines this mission statement."

The industry for toys and children's products participated at the fourth edition of Kids India including all the key players from the industry 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.

According to Mr. John Baby, CEO Funskool India Ltd., explains: "Kids India is the place to be for every toy professional in India. As the country's leading toy manufacturer the fair is an important platform for us and we are highly satisfied with the quality of the event and the professional flair with which it is managed."

A highlight of this year's edition was the Back to School Area. This special zone featured manufacturers from the school requisites and stationery fields to showcase their products and helped attract target visitors, a fact reiterated by Mr. Shobhit Charla, Director, Stic Pens: "We have been participating since the last two years at Kids India and are extremely satisfied with the quality of the event. We are happy that there was a special pavilion for the Back to School category this year. This helped us to get more focused customers and the attractive stand design was an added advantage." Mr. Karandeep Singh, Business Head – Hamleys Reliance Brands Ltd. said: "We see the growth of Kids India every year – in terms of size and also in terms of the quality of the exhibitors and the products on display. The fair has become a key date in our annual schedule and we look forward to coming back every year to discover the latest and the most innovative products in the market."

Discussions on various issues relevant to the industry such as Toy Safety Standards in India, 3D Printing Solutions for the Toy Industry and Trends in the International Market were well covered and well received by audiences participating in the various seminars and workshops at the fair. One of the latest trends observed globally is how new technologies are being combined with classic toys. Other topics covered through the seminar and workshop programme included Making Licensing opportunities work for Licensees and The Serious Business of Child's Play. Many exhibitors at Kids India again took part in the charity campaign Value of Play and donated some of their products on display. Katharina Janotta, Managing Director, Spielwarenmesse India Pvt. Ltd., states out the initiative aims: "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." All toy donations from the Value of Play campaign were presented to the non-governmental organisation Toybank.

The next edition of Kids India will take place from 20 to 22 September 2017 in Mumbai.

## Overview of Kids India 2016

Kids India online: [www.kidsindia.de](http://www.kidsindia.de)

Kids India exhibitor list: [www.kidsindia.de/fair-facts/list-of-exhibitors/](http://www.kidsindia.de/fair-facts/list-of-exhibitors/)

Kids India Mag: [www.kidsindia.de/news/](http://www.kidsindia.de/news/)

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

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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, 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](http://www.spielwarenmesse-eg.com).

## Spielwarenmesse India Pvt. Ltd

Spielwarenmesse India Pvt. Ltd. is the Indian subsidiary of Spielwarenmesse eG which is the organizer of the world-leading Spielwarenmesse® ([www.toyfair.de](http://www.toyfair.de)) in Nuremberg. The company was founded on 1 April 2016 to consolidate the position of Spielwarenmesse eG in one of the world's largest growth markets. The main objectives of the company, which is headed by Ms. Katharina Janotta as its Managing Director, include representing Spielwarenmesse eG and staging the Kids India fair. Kids India is supported by SGEPC (Sports Goods Export Promotion Council), TAITMA (The All India Toy Manufacturers' Association) and IGCC (Indo-German Chamber of Commerce).