

Kids India fair enters its fifth year

- Apply today to secure your space
- For a second time: Special area for Back to School products

India's largest B2B fair for toys and children's products has entered its fifth year. Kids India which was launched in 2013 has experienced a solid growth, increasing each year, not only in the number of exhibitors, brands and visitors but also in terms of quality. The fair is now firmly positioned as a target date in the annual planning of all decision makers from the toy trade and industry. The next edition will take place in Mumbai from 20-22 September 2017. The fair is organized by Spielwarenmesse India Pvt. Ltd., the Indian subsidiary of Spielwarenmesse eG Germany. Kids India is supported by strong partners such as the Sports Goods Export Promotion Council (SGEPC), The All India Toy Manufacturers' Association (TAITMA) and the Indo-German Chamber of Commerce (IGCC).

Leading companies from 10 countries representing 350 brands and more than 5,000 trade visitors marked the successful conclusion of the last edition of Kids India in September 2016 in Mumbai. Such a high quality of visitors and exhibitors is what sets Kids India apart from any other fair in the Indian market.

About 90 per cent of the companies that participated last year evaluated their participation as completely successful and would like to repeat their participation in 2017 again. Many of these exhibitors have already applied for participation in 2017, among them companies such as Chicco, Chirantan Enterprise, Green Gold, Jasco, Mattel India, Min Toy, Pegasus Toy-Kraft, Toyzone Impex and so on.

Exhibitors who register early for Kids India 2017 have the chance to select from various options and secure a location of their choice. The participating companies can also make use of a wide choice of marketing measures to help them maximize their success at the fair. "Kids India is a one stop event for the toy and children's products industry in India. Our team is there to support companies in all phases of their trade fair participation, to provide value added services and offer competent advice" informs Katharina Janotta, Managing Director, Spielwarenmesse India Pvt. Ltd. Furthermore the

supporting programme with an engaging choice of high-quality seminars and panel discussions, confirms the fair's status as an effective platform for networking for the national and international industry.

Another value added feature at the fair is the special area 'Back to School' products which will be organized for the second time this year. This special zone invites manufacturers from the school requisites and stationery fields to showcase their products such as school bags, pencil cases and writing utensils. For the exhibitors at this pavilion it helps to get more focused customers to the participating companies.

More information on the terms and conditions for participating at Kids India is available at: <http://www.kidsindia.co.in/exhibitors/>

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Note for editors: Reprint free of charge. Images are available at 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 at pavilions featured 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.