

Kids India 2017 spotlights trends and toy safety

- “TrendingNow”: Special area for toy trends
- Focus on toy safety at panel discussions
- More than 60 % space booked

Kids India, India’s largest B2B fair for toys and children’s products, will draw important industry players to Mumbai from 20-22 September 2017 where they will showcase the latest toy trends. More than 60% of the exhibition area is already sold out. Besides trends, toy safety will also feature as an important theme at this year’s event. The fair is organised by Spielwarenmesse India Pvt. Ltd., the Indian subsidiary of Spielwarenmesse eG, Germany, and in cooperation with 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).

Kids India is the ideal platform for international manufacturers to forge contacts with importers and decision makers from the wholesale trade, retail chains and the specialist trade. The excellent quality of the visitors and exhibitors has resulted in a high return rate. “About 75% of the exhibitors who participated with us last year have applied again in 2017. This trend has been repeating itself since we first launched the fair in 2013, and clearly indicates the high level of satisfaction that the exhibitors have gained from the fair,” explains Katharina Janotta, Managing Director of Spielwarenmesse India Pvt. Ltd.

Focus on toy trends

The special area “TrendingNow”, which will launch at Kids India 2017, will present the latest toy trends. These trends give retailers and buyers valuable guidance as they piece together and expand their product ranges in line with market requirements. Every year, the Spielwarenmesse’s TrendCommittee travels the world to identify the most interesting and promising toy trends. Three global tendencies have emerged and look set to shape the Indian market: “Girl Power”, “Body and Mind” and “Train Your Brain”. Toys that fall into the “Girl Power” trend support girls’ interests and revolve around products that help instill them with the strength, confidence and independence they need to pursue their interests and goals, for example, in science and technology.

The trend "Body and Mind" focuses on products that encourage the physical and mental well-being of children through play and, in conjunction with fitness and physical activity, help children enjoy a healthy lifestyle. The trend "Train Your Brain" include toys that work on mental fitness and help create smart minds. An international expert will give a presentation on toy trends as part of the Seminar & Workshop programme that runs concurrently with the fair.

Panel discussion looks at toy safety

As an ideal business and networking platform, the Indian trade fair discusses themes that are of specific relevance to the toy industry. In 2017, toy safety will be the main topic: "As awareness of quality increases, parents are also attaching more importance to toy safety. Addressing this issue has, therefore, become a primary concern for the toy industry," feels Vivek Jhangiani from the All India Toy Manufacturers' Association (TAITMA), one of the organisations supporting Kids India. The upcoming fair will once again feature a panel discussion primarily devoted to compliance with toy safety standards (both international and national) and comprising a panel of experts from reputed testing and inspecting institutes, manufacturers and retailers.

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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Overview of Kids India

Kids India online: www.kidsindia.de

List of exhibitors at Kids India: www.kidsindia.de/fair-facts/list-of-exhibitors/

Kids India Mag: www.kidsindia.de/news/

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.

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.