

Press Information

Special areas: The icing on the cake of Kids India!

- New! “Sports Arena”: area for attendees to experience sports goods
- More than 70% of space booked

The sixth edition of the India’s largest B2B fair for toys, children’s products and sports goods will take place at the Bombay Convention & Exhibition Centre in Mumbai from 4-6 September 2018. The organizer, Spielwarenmesse India Pvt. Ltd. is the Indian subsidiary of Spielwarenmesse eG, Germany, that organizes the world’s largest toy fair in Nuremberg. Scheduled in the biggest city which also the financial, commercial and entertainment capital in India, this fair is the business point not just for one state but for the complete Indian market as well as the surrounding region. More than 70 percent of the space has already been booked.

As THE industry platform, Kids India has always made a point to be the milieu of innovation, trends and latest industry topics and help bring forth industry knowledge to everyone associated with it. With Kids India in its sixth year now, one can look back to a lot of innovations and standards/newness that the fair brought into the industry ever since its inception in 2013. “Mumbai being so well- connected both nationally and internationally, it is the ideal location for an international business platform like Kids India. Every year we witness new interest groups and rising demands, therefore innovation and new interest zones or special areas have become a vital part of Kids India” explains Katharina Janotta, Managing Director, Spielwarenmesse India Pvt. Ltd.

This year Kids India will present a new special area focused on sports goods industry called the “Sports Arena”. The arena provides a special forum to the attendees to experience sports products of the exhibitors right at the fair ground. Exhibitors can invite attendees to this special area which is well equipped to explore and get a first-hand experience of the products and innovations that the sports industry has to present. “There are a lot of good quality sports goods manufacturers in India. Sports Arena, planned by Kids India for the first time, will give sports good manufacturers the opportunity to reach out to the larger segment of retailers by displaying their products here and by getting a good visibility. It will also be an interesting activity area for visitors to find sports good manufacturers, market leaders or distributors under one roof. We are looking forward to be a part of this product experiencing zone which will add a bloom to the show.”

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The special area for latest trends and innovative products “TrendingNow” which made its debut last year was widely appreciated by the attendees which is why this area is going to make its comeback at Kids India 2018. TrendingNow will present the products and innovations that fall under the trending topics pertinent to the Indian Market. The trending topics are selected very carefully and with collective information that is gathered by Spielwarenmesse’s trend committee who then decide on the trends that will drive consumer spending on toys, games and children amusement products for the year. “Tech toys” and “Express Yourself” are the trends for this year in India under which relevant products and innovations will be showcased at the fair.

“Tech toys” includes toys, games or activities which incorporate technology in them. With the boundary between real and virtual worlds is becoming increasingly blurred, it is offering completely new possibilities to this industry. Traditional games and digital worlds create exciting play combinations that captivate not only children but everyone. “Express yourself” encourages children to be creative and imaginative. Parents in India are starting to recognize the importance of play time and are increasingly looking to foster their children’s creativity. This theme focusses on giving children a creative play experience.

Kids India, besides being a business and networking platform, is also the podium to address all important industry topics. Kids India organizes panel discussions and seminars to trigger and exchange of opinions amidst the experts and pave ways for attendees to lay hands on the current market status and information surrounding the industry. “With so much happening in our industry every year and the increasing awareness for quality products among the end customer there is a lot to know and to do on the plate. Addressing these topics have become very important and Kids India provides the perfect platform not just at Kids India but also at their annual panel discussions. With experts from the industry, manufacturers, retailers, government officials present at one spot and taking up these topics opens up a lot of options for everyone belonging to this industry” feels Manish Kukreja from the All India Toy Manufacturers’ Association (TAITMA), one of the supporting organizations of Kids India. The upcoming fair will once again feature a panel discussion primarily focussed on compliance of standards and new regulations via panels 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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About 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) 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).

Fair dates: Kids India, Tuesday to Thursday, 4 Sep – 6 Sep 2018

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