

## Press Information

### **Top events for the Indian toy industry**

- Panel Discussion for Indian toy industry with government and industry stakeholders
- B2B Fair Kids India continues on the road to success

Two key events coming up soon

#### **July: Panel discussion on Toy safety standards**

As the industry stakeholder, Spielwarenmesse also provides this platform to the industry for discussions and exchange of ideas on important topics. Acknowledging the importance of safe toys, the Indian government is planning to implement new regulations to improve the toy standards. On 20<sup>th</sup> July 2018, Spielwarenmesse along with one of its supporting organization, The All India Toy Manufacturers Association (TAITMA) brings together representatives from the government and the industry to discuss the upcoming changes in regulations but also other pain points of the toy industry in India.

“It is a very exciting time for the Indian toy industry right now and we are glad to support the sector on their way to a successful future by providing different platforms like Panel Discussions, Networking events as well as the trade fairs: Kids India and Spielwarenmesse®” says Mrs. Katharina Janotta, Managing Director of Spielwarenmesse India Pvt. Ltd.

#### **September: Kids India – Most important industry platform**

Kids India 2018 is scheduled from 4 – 6 September 2018 at Bombay Convention and Exhibition Center in the business capital of India, Mumbai. The organizer is Spielwarenmesse India Pvt. Ltd. – the Indian subsidiary of Spielwarenmesse eG, Germany, which organizes the world’s largest toy fair in Nuremberg. With less than 2 months to go for this largest B2B international trade fair for toys, children’s products and sports goods industry in India, a lot of exciting activities are cooking up.

#### **Reimbursement for international visitors**

To promote exports from India, the Sports Goods Promotion of India (SGEPC) under the aegis of government of India will once again organize the **International Buyers Program** for trade international trade visitors to Kids India. “The online visitor registration for Kids India has started and we expect a lot of international visitors. We invite international buyers to contact us in order to benefit from this

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program” says Mr. Tarun Dewan, Executive Director, SGEPC who is also one of the supporting organizations of Kids India.

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

### **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).

**More information about Kids India is available on the internet at [www.kidsindia.co.in](http://www.kidsindia.co.in)**