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Indian Toy Industry: A roadmap to the future!

The Spielwarenmesse India staged a panel discussion in New Delhi on 20th of July, where they provide the representatives of the Indian toys and other children related products industry with an exclusive insight into Toy Safety Standards in India and marked the approach to the sixth edition of Kids India, scheduled to take place from 4 to 6 September 2018. The discussion focused on toy safety, which was followed with interest by decision makers from international and Indian toy manufacturers and retail sector.

The event was presided by Vivek Jhangiani, Director, The All India Toy Manufacturers Association (TAITMA), Director, ICTI (International Council of Toy Industries, Chairman, Toy Committee FICCI. He and the panelists – comprising leaders from the toy industry, accreditation bodies and testing laboratories – demonstrated that manufacturers and retailers of repute had already taken steps to adopt practices that guarantee market-safe and high-quality products. There is general consensus in the industry that strict guidelines for production and testing processes are essential for raising the bar of safe toys. Similarly, the sector acknowledges the need to educate consumers, particularly parents, about what is safe by providing the right information.

The discussion laid emphasis on the research, processes, quality standards and safety protocols required to create innovative toys that offer a balanced mix of learning and fun.

Ernst Kick, CEO, Spielwarenmesse eG, stated: “First and foremost, it is in the hands of the exhibitors to bring safe toys to the market. We are well aware of the responsibility of hosting a million products and 100,000 novelties every year at the toy fair and also see ourselves as an information platform and a multiplier for the toy industry. It is the concentrated task of manufacturers, trade associations, buyers and the respective government to set standards that would be globally valid. Everyone should do their part to make the world safer for our children - regardless of their origin. Toys must be high-quality, safe and affordable and, of course, have a high value of play.”

Vivek Jhangiani Director, The All India Toy Manufacturers Association (TAITMA), Director, ICTI (International Council Of Toy Industries, Chairman, Toy Committee FICCI, says, “We work to spread

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awareness among parents, especially about the products that are safe for children. We are insisting that all packaging mention the chemicals and plastics used in the product and detail the design and quality of toys. We are also educating retailers about safe toys and safety guards that they should pass on to the customer.” Almost 90 percent of toys in India are imported; only 10 percent are locally made which is why we cannot compete with pricing because we prize our safety inputs, “says Jhangiani which is why the industry is trying to create a platform for home- grown products.

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“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.**

Market demand for safe toys is steadily on the rise. Today’s consumer is digitally savvy and discerning, with access to information and products like never before. This raises expectations and public scrutiny on many brands to ensure that products are authentic and safe.

Anil Jauhri, CEO, National Accreditation Board for Certification Bodies (NABCB), told the audience at the Panel Discussion: “I think the toy industry is right now anticipating that there would be domestic regulations on toys, which is correct. Toy is an item of safety and it should be regulated. Till recently, there was no legal instrument available for toys to be regulated. Now, it is available. There should be a regulation and the regulation should be easy to administer and that’s what I think the government’s concern is. I believe the government will surely take on board as and when the regulations come out, it will be such that it doesn’t make it too difficult for the industry to comply with it”.

John Baby, CEO, Funskool India added, “Toy industry should lay the next industrial revolution in India to generate employment for the semi- skilled, unskilled, rural and semi- urban people. The Government should appreciate and recognized the potential of the toy industry to create employment and bring revenue to the country. Hongkong and China has brought 50 billion of toys to the world. India has brought only 100 million and there is a long way for India to go and toy industry which can bring foreign exchange, revenue and create employment for the country’s population.

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“Focused on bringing together leading minds in the Indian toy industry, our Spielwarenmesse Panel Discussion gave a perspective on the importance of providing safe and quality toys in India,” concluded Ernst Kick. This important discussion will be taken forward along with other hot topics at the upcoming fair Kids India 2018, which is scheduled to run in Mumbai in September.

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

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.spielwarenmesse.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 NSIC (National Small Industries Corporation). More information on www.kidsindia.co.in.

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.

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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