

Press Information

Kids India: 6th edition set to open its doors!

Kids India, the largest international B2B fair for toys, children's products and sport goods in India will host the industry from 4th to 6th September 2018 at the Bombay Convention & Exhibition Centre in Mumbai.

Organizer of this unique industry platform which brings together well-known brands, trendy start-ups with buyers from major chains as well as independent retailers from all over India and abroad is Spielwarenmesse India Private Limited. The Indian subsidiary of the originator of the world's Number One toy fair, Spielwarenmesse eG in Germany, can draw upon almost 70 years of trade fair expertise.

Since its launch in 2013, Kids India has marked its position as a benchmark for quality exhibition service in India. The sixth edition will showcase about 160 exhibitors representing 350 brands and attract over 6,000 visitors from all over India and abroad.

A unique business platform for the whole industry

"It is the variety which makes Kids India so unique: Big brands who set the industry standards with revolutionary products and young, innovative brands who start another revolution of thinking out of the box and bring in innovative ideas onto a buyer's platter. Every buyer has a specific requirement which could be anything: quality, quantity, design, safety, delivery of consignment, region specific concerns, interested in OEMs and many more. At Kids India, a buyer is guaranteed to get the right solution. The fair embraces a great mix of products presented by exhibitors from all over the country and even from around the world. The World of Toys Pavilion brings out exhibitors from Germany, Malaysia, Mexico and PR China. Therefore, the choices are immense for a buyer. In order to continue the success story of Kids India, we are constantly upgrading the event by inventing new features which add to the unique character of Kids India and make it a 'must attend' for all industry partners." pictures Ms. Katharina Janotta, Managing Director of Spielwarenmesse India Private Limited.

Features in 2018

Special Area Trending Now

This special area highlights two trends in India: **Tech Toys** and **Express Yourself**.

Besides being fun, and incredibly engaging, tech toys and games have evolved into amazing new categories of play that offer thrills and tap into new skills for kids and adults. These new segments include robots and RC drones, electronic pets, 3D printing, virtual play, and also incorporate new technologies such as virtual reality, augmented reality, and even artificial intelligence. Fostering creativity of the child is a trend in itself among the millennial parents making Express Yourself the other trend. Parents are investing a substantial amount of money on classes and trainings for activities that improve and foster the creative side of the

Press Information

child and help them relax and nurture the imagination. The most innovative products representing the two trends have been selected and will be presented in this dedicated area.

Special Theme Pavilions

The **Sports Arena** will celebrate its debut this year and is specifically created for buyers interested in the latest sports products. Due to the rising awareness for the importance of physical activity, in particular for children, the demand for sports goods and outdoor games is booming. The Sport Arena concept is based on testing and experiencing new products on the spot.

Stationery and school articles are more and more complementing the product assortments of retail stores. The **Back to School Pavilion** unites companies offering school supplies, school bags, and all different kinds of accessories for kids.

Kids India also provides a comprehensive **Seminar Program** with informative presentations and panel discussions on important industry topics, i.e. toy safety, latest industry trends and many more. The program which is complimentary for all attendees, run on all three fair days at the seminar area within the exhibition hall.

Katharina Janotta, Managing Director of Spielwarenmesse India concludes: “The final preparations are in full progress. Together with our partners we have made a great effort to offer also at the next edition a lot of newness, target oriented information and a tailor-made accompanying program in order to live up to the claim of being the industry platform where all players meet. We wish all the visitors and exhibitors a very successful and fruitful Kids India 2018!”

Supported by eminent partners

Kids India is supported by The All India Toy Manufacturers Association (TAITMA) and the Sports Goods Export Promotion Council (SGEPC). The National Small Industries Corporation (NSIC) is granting financial support to relevant companies participating at the fair. The Sports Goods Export Promotion Council (SGEPC), under the aegis of the Indian Government is offering a travel reimbursement program to international buyers. We see a significant increase in the interest of buyers from abroad, who apply for our travel reimbursement program this year. This is a clear sign of the growing importance of Kids India to become a sourcing platform for international buyers. This is an excellent opportunity for Indian companies to boost their exports”, resumes Mr. Tarun Dewan, Executive Director of SGEPC.

More information on Kids India is available at: <http://www.kidsindia.co.in>

About Spielwarenmesse India Private Limited

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 in 2016

Press Information

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 fair Kids India which is supported by SGEPC (Sports Goods Export Promotion Council), TAITMA (The All India Toy Manufacturers' Association) and NSIC (National Small Industries Corporation).