

Press Information

Press Release of Spielwarenmesse eG

Kids India opens online registration for trade buyers

- Visitor registration for Kids India 2019 starting on 1st March
- Reimbursement program for international buyers to get funded again

From 26 to 28 September 2019, the whole industry will come together at the 7th edition of Kids India, the largest trade fair for toys, children's products and sports goods industry in India. More than 160 exhibitors will showcase their innovative trends and latest products. The fair attracted more than 5,300 visitors from 32 countries including India in 2018. International visitors may again avail a reimbursement scheme under the aegis of the Government of India (based on eligibility).

Increasing international interests

Kids India is organized by Spielwarenmesse India, the Indian subsidiary of Spielwarenmesse eG. The trade fair takes place in India's commercial hub Mumbai and is the most important event for the toy, hobby and leisure related industry. "India is currently the upcoming market in the world. Of course the growing demand is one reason but also the rising number of production facilities across the country is contributing to the international attention. India is facing a boost in becoming the next major manufacturing hub in the world. This also offers good opportunities for our industry sector. Last year, Kids India drew visitors from 31 countries proving its rising popularity not just within India but also internationally. Due to this tremendous response from international buyers we have decided to open the online visitor registration earlier this year. Like this the visitors have more time for preparing their visit to Kids India, says Ms. Katharina Janotta, Managing Director, Spielwarenmesse India Pvt. Ltd. Trade visitors can register conveniently online at <http://www.kidsindia.co.in> and secure their ticket well in advance of the event from 1 March 2019 onwards.

Travel Reimbursement Program

International buyers can once again make use of the Travel Reimbursement Programme under the aegis of government of India which is organized by Sports Goods Export Promotion Council of India (SGEPC), one of the supporting partners of Kids India. The programme enables international buyers to receive travel reimbursement. The sponsorship of the program is renewed every year observing past year's record. With an excellent track record of 2018, the program is set to get funded again. "SGEPC is again providing travel reimbursement to international buyers who visit Kids India 2019, thus promoting exports. Visitors should get in

Press Information

touch with us once the registration starts” says Mr. Tarun Dewan, Executive Director, The Sports Goods Export Promotion Council (SGEPC)

More information on visitor services 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 in 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 trade fair Kids India. Kids India is supported by SGEPC (Sports Goods Export Promotion Council) and TAITMA (The All India Toy Manufacturers’ Association)

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