



Press Information

Kids India 2019 - The entry to Indian market!

- Application forms for Kids India 2019 are out
- Launch of the new fun activity section `Creative Arena`

The preparations for Kids India 2019 have already begun with full swing. The fair is organized by Spielwarenmesse India Pvt. Ltd. which is the Indian subsidiary of Spielwarenmesse eG. Companies can apply now for their participation on www.kidsindia.co.in. "The increasing demand for quality products among Indian parents and new government regulation on toy standards is bringing a boost in Indian manufacturing quality. The availability of a varied number of options in supply and quantity has made this market attractive worldwide. Kids India 2018 brought exhibitors and visitors from 31 countries which proves its popularity not just within India but also internationally. We expect the numbers to only go up for the 7th edition", says Ms. Katharina Janotta, Managing Director, Spielwarenmesse India Pvt. Ltd. `

Comeback of popular Special Areas and debut of new Creative Arena

Kids India 2019 will introduce its fun activity zone for attendees called **Creative Arena**. Tailored to meet the current Indian trend of the popularity of activities that relax the mind, this special arena will be focused on activities which boosts creativity and imagination.

Back to School area focused on school and stationery articles will be continued in order to cater the rising demand for these products throughout the year.

With successful debut of Sports Arena at Kids India 2018 to meet the demand of rising awareness on the importance of physical activity for children among the parents in India, the 7th edition of the show will once again highlight this product group and give visitors the chance to explore products related to sports, leisure and outdoor activities at **Sports Arena**.



Press Information

The **TrendingNow** Pavilion, which showcases the trending products of the year in India enjoyed great popularity among the visitors for the second time now. In 2019 the pavilion is set to showcase not just the Indian trends but also the international trends which would be present at Spielwarenmesse® 2019, giving the attendees at Kids India a complete knowledge on the trends worldwide.

“Kids India, besides being a business and networking platform, has also emerged as a significant event to address topics relevant to the industry. With new additions every year, be it an activity area or trending topics, Kids India continues to be **THE** industry platform” feels Manish Kukreja from the All India Toy Manufacturers' Association (TAITMA), one of the supporting organizations of Kids India.

“SGEPC, a supporting organization of Kids India, is again providing travel reimbursement to international buyers’ who visit Kids India’ 2019, thus promoting exports. Visitors should get in touch with us once the registration starts on 1 March 2019” says Mr. Tarun Dewan, Executive Director, The Sports Goods Export Promotion Council (SGEPC)

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

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)



Press Information

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