

Spielwarenmesse eG announces the third edition of Kids India 2015

- Latest trends, technologies and brands on display
- Make in India and Source from India
- Comprehensive platform for collaborating, networking and knowledge enhancement

Spielwarenmesse eG announces the third edition of Kids India, an international B2B event for the toy industry scheduled to take place at the Bombay Convention & Exhibition Centre from September 24 - 26, 2015 in Mumbai. The exhibition is supported by the Indo-German Chamber of Commerce, Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturers Association (TAITMA). Leading companies such as Simba Dickie, Funkskool, Artsana Chicco, Frank Educational Aids, Jasco, Peacock Toys, Vinex, Zephyr along with other national and global players will present their latest products during the three day event.

The market size of the Indian toy industry is currently projected at 400 million USD and is expected to increase to 450 million USD by 2017. The tremendous growth of the Gross Domestic Product and the organized retail trade highlights India's increased consumer spending in the middle income group and offers attractive opportunities for international companies to enter the market.

In recent years cities like Ahmedabad, Bangalore, Hyderabad and Pune have emerged as important manufacturing hubs for the Indian toy industry. For a market as wide and varied as India, there is space for traditional, local toys and international players, with customers actively looking for new content. Local manufacturers in India though are still focusing on the production of low-priced and unbranded toys which appeals to the price-sensitive Indian consumers. Lack of adequate finance and dedicated zones for toy manufacturing are some of the other challenges affecting the growth of the domestic toy industry. It is however expected that these companies will shift towards branded toys to stay competitive with international companies in the coming years.

Vivek Jhangiani, President, The All India Toy Manufacturers' Association (TAITMA), notes that "The Indian market is growing and becoming more global with wide variety of products and to be able to compete and thrive, the Indian manufacturers are being innovative, creative and have also focussed on the quality and the safety of the product and are on par with the best in the world. The growing prosperity of the Indian population is helping the toy economy to grow and we believe this is a sustainable trend, which will persist even during times of economic slowdown as buying habits evolve. There is an enormous potential for Kids India. It offers the Indian toy industry a professional forum for consolidating and expanding its business success."

According to **Katharina Janotta, Director Fair Management, Spielwarenmesse eG**, "The overwhelming success of Kids India reflects the huge potential of the Indian toy industry. In three years the exhibition space has significantly increased from 6,700m² to 8,500m².

Spielwarenmesse eG anticipates record visitor numbers for the upcoming edition. We estimate more than 6,000 retailers and buyers will attend the event; establishing Kids India 2015 as the leading trade fair for the toy industry in India.”

The sustained increase in the number of exhibitors and visitors demonstrates the growing importance of Kids India as an effective marketing and communication platform for the Indian toy industry. With more than 150 exhibitors from 13 countries and more than 350 brands on display the current edition is bigger and better than last year with even more innovative products and trends on display.

Tarun Dewan, Executive Director, Sports Goods Export Promotion Council (SGEPC), believes that “Kids India is the perfect forum for the Indian toy industry to showcase its expanse to the world and serves as an excellent platform for presenting Indian made toys to the world. We are certain that the reimbursement programme which has been offered to international buyers this year, will attract even more foreign buyers to India and boost exports.” This support from the Indian government for Kids India clearly illustrates the growing importance of a toy trade fair & the need for an annual conclave like Kids India.

Apart from a great networking and business platform, the exhibition will also offer an extensive and high profile knowledge, training and education program. Another key highlight will be the annual toy donation drive for under privileged kids.

Judging by the overwhelming response Kids India 2015 has received, it is clear that local & international companies foresee unique opportunities in the domestic market and are planning to expand their footprints at a pan India level, indicating a highly competitive scenario. The toy sector in general is expected to undergo changes in the next few years. E-commerce will continue to gain in importance & play a major role in extending the reach of manufacturer’s beyond Tier 1 cities. Kids India will play a crucial role of a facilitator and a harbinger of latest trends and innovations from around the world.

Ernst Kick, CEO, Spielwarenmesse eG concludes, “Kids India has become a must attend event for those keen to explore the Indian toy industry. There is an increased demand for high quality branded products and educational toys in India. Kids India plays a crucial role in providing a platform for the Indian manufacturers to present themselves while the parent fair Spielwarenmesse® presents an even larger and a more global platform.”

Entry to the exhibition and its associated supporting programmes is free for trade visitors upon registration. Register via www.kidsindia.de/visitors.

18.09.2015

Spielwarenmesse eG

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Kids India, Mumbai

Kids India in Mumbai is organized by the Nuremberg fair and marketing services provider Spielwarenmesse eG. The international trade fair for kids' articles covers toys, baby articles, licensed products and articles for sport, leisure and hobbies. Kids India takes place annually in the autumn in the Bombay Convention & Exhibition Centre (BCEC). Spielwarenmesse eG is supported by the Indo-German Chamber of Commerce (IGCC) in the organization of Kids India. More information about Kids India is available on the Internet at www.kidsindia.de.

World of Toys Pavilion at India Kids helps companies to enter the Indian market

- The specialist trade fair will be held at the Bombay Convention & Exhibition Centre from 24 to 26 September 2015.
- 19 exhibitors from 12 countries will be presenting their products in the World of Toys Pavilion

The World of Toys Pavilion of the Spielwarenmesse eG at Kids India assists manufacturers to gain a foothold on the growth market of India. Nineteen exhibitors from 12 different countries will be present at the joint stand of Spielwarenmesse, the international trade fair specialising in the toy industry. They will be showcasing their innovations at the Bombay Convention & Exhibition Centre in Mumbai from 24 to 26 September 2015.

Yuri Thorung Jaidee from B.K. Latex Product Co., Ltd. in Thailand is looking forward to taking part for a second time: "We already exhibited our goods in the World of Toys Pavilion last year and are really happy to go there again in 2015. It offers us the unique opportunity to present our products in India and the Spielwarenmesse eG gives us the best support to do so. From building the stand to our entry in the catalogue right through to the support during the fair, everything is organized for us. This means we can completely concentrate on our business."

The large number of repeat exhibitors, not only in the World of Toys Pavilion, demonstrates that Kids India has more than established itself within a mere three years. "It is the leading trade fair of its kind in India and reflects the enormous potential of the Indian toy industry," says Ernst Kick, Chief Executive Officer of Spielwarenmesse eG. This is also attracting many new exhibitors to Mumbai.

The World of Toys Pavilion excites not only exhibitors, but also ensures greater internationality, which is greatly appreciated by visitors in particular. "We went to Kids India to meet new toy suppliers from India and from abroad and were extremely satisfied with our trip to the trade fair. We've not only had a close look at the new products of our partners, but have also met a large number of new suppliers. Kids India

is a great chance to make direct contact with all relevant players and to get up to speed as regards the latest trends," is how Aruni Mishra, Chief Buyer of Future Retail Limited, sums up the last fair.

Information on how to take part in the trade fair including our Business Guide and Travel Guide can be found on the website at www.world-of-toys.org/indien/kids-india/?L=01.

Aussteller im World of Toys Pavillion 2015:

B.K. Latex Product Co., Ltd.	Thailand
Banbao Co., Ltd.	PR China
Carnival World Ko-Lanka Pvt. Ltd.	Sri Lanka
Cayro, the Games	Spain
Chuangfa Plastic Toys Co., Ltd.	PR China
Claudio Reig, S.L.	Spain
D&Tech, Co.	Korea
Hatim Al-Jouhar	UAE
Iwaya Corporation	Japan
KDI Industries SDN BHD	Malaysia
Muñecas Arias S.L.	Spain
Preschool Prep Company	USA
PT. Jakarta Tunggal Citra	Indonesia
Chenghai BaoLi Toys Factory	PR China
Spielwarenmesse eG	Germany
Tai Xing Yuan Trading Co., Ltd.	PR China
Theo Klein (H.K.) Ltd.	Hong Kong
Wenzhou Hualong Amusement Toys Co., Ltd.	PR China
Winstar Aeromodelling Toys	PR China

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Press Information

Spielwarenmesse eG

...connecting the toy world

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Value of Play charity programme promotes awareness of the value of play

- Value of Play at Kids India from 24–26 September 2015 informs visitors and exhibitors about activities and ways they can get involved themselves
- Charity campaign for social initiative at Kids India 2015

Play strengthens a child's personality, fostering social, creative and many other important life skills. The Value of Play initiative is committed to creating and promoting awareness of the value of play in India. Kids India in Mumbai is supporting this campaign with an information area (Stand D60). At the specialist trade fair held in the Bombay Convention and Exhibition Centre, Hall 5, from 24–26 September 2015, interested parties can learn more about the initiative's objectives and campaigns as well as how they can get involved as a sponsor or as a social or educational institution. The following website has more information on the topic: www.valueofplay.in

Kids India, the largest international trade fair for the Indian toy industry, is calling on participating companies to donate their exhibits for a good cause. Children who have little access to toys will thus get the chance to develop their skills by playing with them. The toys that participating companies donate on the last day of the trade fair will be presented to a socially committed organisation, which will then hand them over direct to children.

Toys help young people all over the world develop their creativity and social skills, because play prepares them for life and their living environment. With this goal in mind, Spielwarenmesse eG, in cooperation with Indian partners who are ambassadors for children's welfare, developed the Value of Play charity programme in 2013.

Further background information on the Value of Play charity programme, its targets and the actively supporting Value of Play committee can be found here: www.valueofplay.in.

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Press information

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Value of Play in India

Value of Play is an initiative in India, which opens up new opportunities to children through play. For this purpose, the Value of Play committee directs public attention to how play promotes the development of a child's character and education. With their own projects, each committee member acts, in his or her own way, as an ambassador for the value of play. They give children opportunities to play. They wish to use the Value of Play initiative to jointly call into being sustainable projects. More information about Value of Play and the committee is available on the Internet at www.valueofplay.in.

Value of Play Committee – Participants in the panel discussion

Vivek Jhangiani, President, The All India Toy Manufacturers' Association (TAITMA)

Ernst Kick, CEO, Spielwarenmesse eG

Dr. Rajani Konantambigi, Associate Professor at Centre for Human Ecology, Tata Institute of Social Sciences

Shradha Mehra, Master of Child Development at the University of Delhi

Sanjay Singh, Founder of Chhuppi Todo campaign

Matthew Spacie, CEO & founder of Magic Bus

Moderators / Coordinators of the Value of Play initiative:

Katharina Janotta, Director Fair Management of Spielwarenmesse eG

Sonia Prashar, Director Marketing & Trade Fairs of Indo-German Chamber of Commerce

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3rd Kids India 24 - 26 September 2015

At a Glance

- B2B trade fair: International exhibition for toys and children's goods
- Exhibitors: About 150 from 13 countries at Kids India 2015 presenting more than 350 brands
- Display area: 8,500 m² gross
- Venue: Bombay Convention & Exhibition Centre, Hall 5, Mumbai
- Event cycle: Annually

Admission

- Registration at www.kidsindia.de/visitors: Free entry for registered trade visitors
- For trade visitors only – No admission under the age of 18 years
- Opening hours: Thursday to Saturday daily from 10 a.m. – 6 p.m.

Highlights

- **B2B Matchmaking Programme**
In order to support the visitors and exhibitors in finding the right business partners, Kids India offers a B2B matchmaking programme. Potential business partners can get in contact already before the fair and plan their meeting onsite.
- **World of Toys Pavilion** - International fair programme by Spielwarenmesse eG:
19 exhibitors from 12 countries

Seminar Programme and Panel Discussions

24 – 26 September 2015, Conference Area, Hall 5, BCEC
Complete programme: <http://www.kidsindia.de/fair-facts/program>
Participation in the Seminar & Workshop Programme and Panel Discussions is free of charge for fair visitors.

Dates of coming fairs

Kids India 2016: 15 – 17 September 2016

Kids India on the internet www.kidsindia.de

Press releases are available at www.kidsindia.de/press
List of exhibitors on: www.kidsindia.de/fair-facts/exhibitors-list
Kids India on Facebook: <https://www.facebook.com/events/1531509053766294/>

Value of Play initiative

The committee and projects are presented at www.valueofplay.in

Contact

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Indo-German Chamber of Commerce

Indo-German Chamber of Commerce (IGCC) with over 6,700 members is the largest bi-national chamber. It has a strong local presence with a head office in Mumbai and branch offices in Delhi, Bangalore, Kolkata, Chennai & Pune. As the primary contact for Indian and German companies it plays a major role in enhancing the bilateral economic relations between India and Germany. IGCC officially represents Spielwarenmesse in India. The qualified team of the highly regarded and respected institution with more than 50 years of experience brings to 'Kids India' its expertise in organizing and supporting trade shows in India and Germany www.indo-german.com.

Sports Goods Export Promotion Council (SGEPC)

The organization of Kids India is made possible with the support of the partner Sports Goods Export Promotion Council (SGEPC). SGEPC is sponsored by the Ministry of Commerce & Industry, Government of India and is working for the promotion of India's exports of sports goods and toys. Founded in 1958 as a common platform, SGEPC represents all leading manufacturers and exporters of sports goods and toys in India. More information is available on the Internet at www.sportsgoodsindia.org.

The All India Toy Manufacturers' Association (TAITMA)

The organization of Kids India is made possible with the support of the partner The All India Toy Manufacturers' Association (TAITMA). TAITMA was established in 1976 with the prime object of fostering integrated and accelerated growth and development of the toy industry in India, in a systematic and scientific manner, and to exploit its export potential to earn valuable foreign exchange for the country. More information is available on the Internet at www.taitma.com.

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