

Second Kids India kicks off with 40 per cent more exhibitors

- Kids India at the Bombay Convention & Exhibition Centre from 18 to 20 September 2014
- Free workshops and seminars for visitors on current trends and issues
- New B2B matchmaking programme helps participants make new contacts

The kick-off to the second Kids India is experiencing a real spurt in growth. From 18 to 20 September 2014, the Indian trade fair for toys will be held at the Bombay Convention & Exhibition Centre. A total of 153 exhibitors from 13 countries will be presenting their products – that is around 40 per cent more exhibitors than last year. Due to the successful premiere of the Kids India in 2013 and the high demand, the trade show organizer, Spielwarenmesse eG, has increased the exhibition area from 6,200 m² to a whopping 8,700 m². “We are pleased that the show has reached its target audience and has met the expectations of all participants”, says Ernst Kick, CEO of Spielwarenmesse eG. He continues: “Many exhibitors who already exhibited at the first Kids India are taking part in this year's event again. This confidence in our trade fair and our work makes me and my team immensely proud.”

After only one year, Kids India represents a successful and international business platform of the Indian toy industry. At the premiere in 2013, more than 100 exhibitors and over 5,200 visitors came to the Bombay Convention & Exhibition Centre in Mumbai to attend the trade show. “Kids India illustrates the potential that lies in the Indian toy market. It embodies the industry's pursuit of successful business transactions. This fair is the answer to the rapid market growth experienced by the Indian toy market”, Kick states.

Workshops and seminars at India Kids

Besides a sophisticated exhibition concept, Kids India offers its participants a wide-ranging programme of workshops and seminars. National and international speakers will talk on and discuss current issues and trends in the toy industry. They also look at the challenges faced by the toy market and point to various solutions. More information about the two-day programme is available here: www.kidsindia.de/fair-

[facts/program](#). Participation in the workshop and seminar programme is free of charge for visitors.

B2B matchmaking programme provides quick and easy contact-making

For the first time ever, all exhibitors and visitors at Kids India have the chance to take part in a free matchmaking programme. Potential business partners can thus get in touch with each other and schedule meetings before the exhibition takes place. You can register for the matchmaking programme here www.kidsindia.de/news.

World of Toys Pavilion exhibition area up by 45 per cent

With its international trade fair programme World of Toys, Spielwarenmesse eG is bringing 25 exhibitors from all over the world to Kids India (up from 16 in 2013). Due to increased demand, the size of the joint stand has been expanded from 207 m² to 308 m². The World of Toys programme offers many services to aid, in particular, smaller companies to enter the Indian toy market.

DesignPavilion

There will be once again a Design Pavilion where alumni from the prestigious National Institute of Design (NID) will display their designs. NID will also conduct an interactive session on the topic of toy design.

In addition to toys, Indian and international exhibitors will be presenting products from the areas of baby products, licenses, sport, leisure and hobby. Kids India is organized by Spielwarenmesse eG, in cooperation with the Indo-German Chamber of Commerce (IGCC), the Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturers' Association (TAITMA).

Interested parties can find more information on Kids India as well as on the programme of seminars and workshops at www.kidsindia.de or at www.facebook.com/events/474309822675537/?fref=ts. For any questions, please contact Tanu Ailawadi the Indo-German Chamber of Commerce.

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Overview of Kids India 2014

List of exhibitors at Kids India: www.kidsindia.de/fair-facts/exhibitors-list

Programme of Kids India: www.kidsindia.de/fair-facts/program

Registration for Kids India: www.kidsindia.de/visitors

Kids India on Facebook: <https://www.facebook.com/events/474309822675537/>

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.

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, **Toyzeria** 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 in pavilions at trade fairs in Asia and Russia. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries and two subsidiaries, Spielwarenmesse Shanghai Co., Ltd. with responsibility for the People's Republic of China, and Spielwarenmesse Middle East Fuarçılık Ltd. Şti., which is responsible for Turkey, the Near East and the Middle East. The cooperative holds a major stake in the Russian exhibition company RNTA Expo, which organizes **Kids Russia** in Moscow. **Die roten Reiter GmbH**, based in Nuremberg, is a communications agency for the consumer and capital goods industry. The full company profile of Spielwarenmesse eG can be seen on the Internet at www.spielwarenmesse-eg.de.

Spielwarenmesse eG is bringing more international exhibitors to Kids India 2014

- Kids India is taking place in Mumbai from 18 to 20 September 2014
- 25 exhibitors from 12 countries are taking part in the World of Toys Pavilion by Spielwarenmesse eG

From 18 to 20 September 2014, Mumbai will transform itself into the hub of the toy world. Representatives of the national and international toy industry will be gathering at Kids India, the international trade fair for toys in India. As part of its worldwide exhibition programme, Spielwarenmesse eG is once again organizing a World of Toys Pavilion. Alan Cocker from Hobby Products International Europe Ltd. is thrilled by the World of Toys Pavilion and Kids India: "We're going to be exhibiting at the World of Toys Pavilion at Kids India again in 2014. Thanks to our presence at Kids India 2013, we were able to get the Smart Toyz company on board as a distributor and thereby significantly expand our business in India." Companies from twelve countries (just 7 in 2013) are displaying their products on the 308m² (in 2013: 207 m²) of the international joint stand. The pavilion is centrally located in hall 6 of the Bombay Convention & Exhibition Centre in Mumbai. In total, 153 exhibitors from 13 countries will be unveiling their products at Kids India – on an exhibition area measuring 8,700 m² (in 2013: 6,200 m²). The focus of the trade fair will be on toys, baby products, licensed products, sporting goods and leisure and hobby products. It is organized by Spielwarenmesse eG and supported by the Indo-German Chamber of Commerce (IGCC).

Participants of the World of Toys Pavilion by Spielwarenmesse eG:

- AMOS Corporation, South Korea
- B.K. Latex Product Company Limited, Thailand
- Eyecatcher - Creation de Hanninger GmbH & Co. KG, Germany
- Gumtoo Private Ltd., Singapore
- Intrea-Piko s.r.o. (Yeedo), Czech Republic
- Kidrix Ltd., Hong Kong
- Pioneer Balloon Co, USA

- PP Polesie JV, Ltd., Belarus
- Trisinar Indopratama, PT. (Technoplast), Indonesia
- Semo Vina Co., Ltd., Vietnam
- Spielwarenmesse eG, Germany
- Wenzhouhualong Amusement Toys Co., Ltd, China

Within the World of Toys Pavilion there will be a joint stand from Great Britain including the following exhibitors:

- Birmingham Chamber of Commerce
- Brainstorm Ltd.
- Flying Gadgets Ltd.
- Green Board Games
- Hobby Products International
- Marvin's Magic
- Rainbow Colours
- Shades CP Limited
- Toynews
- Toys 'n' Playthings
- Toy World
- Wooky Entertainment
- WOW TOYS

Stefanie Lechne, Junior Project Manager of Spielwarenmesse eG will be happy to answer any questions you may have regarding the World of Toys Pavilion at India Kids:

Stefanie Lechner, Tel.: +49 911 / 998 13-34, e-mail: s.lechner@spielwarenmesse.de

Interested parties can find more information regarding participating in the international trade fair programme here: www.world-of-toys.org. Additional information can be found at www.kidsindia.de and on Facebook at www.facebook.com/events/474309822675537/.

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2nd Kids India 18 - 20 September 2014

At a Glance

- B2B trade fair: International exhibition for toys and children's goods
- Exhibitors: 153 from 13 countries at Kids India 2014 presenting 280 brands
- Display area: 8,700 m² gross
- Venue: Bombay Convention & Exhibition Centre, Hall 6, 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 for the first time a B2B matchmaking programme. Potential business partners can get in contact already before the fair and plan their meeting onsite.
- **UK Pavilion:** 13 exhibitors from Great Britain
- **World of Toys Pavilion** - International fair programme by Spielwarenmesse eG:
25 exhibitors from 12 countries

Seminar Programme and Panel Discussions

18 – 19 September 2014, Conference Area, Hall 6, 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 2015: 24 – 26 September 2015

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: www.facebook.com/events/389604187814663/

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.

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 presents new action programme at Kids India 2014

- Competition for schools: best Value of Play experience wins
- Panel discussion on 19 September 2014 on new and established forms of play
- Value of Play stand provides information on activities at Kids India from 18 to 20 September 2014
- Charity campaign in cooperation with Magic Bus NGO
- Launch of the Value of Play Seal

Playing strengthens a person's personality and promotes social, creative and many other vital life skills. In India, the Value of Play initiative creates awareness of the value of play by means of various activities. As a part of its contest of experience, the Value of Play committee is calling on schools and other educational institutions to submit their experiences with the Value of Play in their facilities. The person to contact for the competition is Ms Tanu Ailawadi, Indo-German Chamber of Commerce, Tel.: +91 11 / 471 688-22, e-mail: tanu@indo-german.com

The goals and activities as well as the possible involvement of sponsors and educational facilities will be presented at the specialist trade fair Kids India in Mumbai. A panel will have an in-depth discussion on the topic of "Investigating and promoting play: new and old forms of play" at Kids India on 19 September 2014. In addition, the exhibitors are supporting the Magic Bus NGO with a toy donation campaign (www.magicbus.org). For more information about the activities of the Value of Play initiative, go to www.valueofplay.in.

In the panel discussion, the Value of Play committee members will discuss the topic of "Investigating and promoting play: new and old forms of play". The committee consists of ambassadors of play from the domains of social welfare, science and industry, who all bring their different perspectives on this issue to the discussion. Trade visitors to Kids India can attend the event in Hall 6 of the Bombay Convention & Exhibition Centre at 3:30 p.m. on 19 September 2014. Prospective customers can find out more information on the Value of Play at stand A53 at Kids India.



Press information

All exhibitors at Kids India are invited to participate in the toy donation campaign on 20 September 2014. The donated toys will benefit the Magic Bus NGO. A large network of mentors across India will open up playful new prospects to disadvantaged children.

To enhance the impact of the Value of Play initiative on the general public, Indian toy manufacturers will, in future, be able to furnish their products with a Value of Play seal, which will be unveiled at Kids India. The All India Toy Manufacturers' Association (TAITMA) supports this campaign.

At Kids India, further scientists, researchers, NGOs, game developers, architects and multipliers will also grapple intensively with the issue of play. The International Play Association (IPA) invites visitors to their three-day annual conference Kaleidoscope of Play in India, which will be held concurrently with the exhibition. The conference of the globally active organisation for the promotion of play is once again signalling just how crucial play is for a child's development.

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Contact for Indian Media Representatives

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Value of Play Committee – Participants Panel Discussion

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

Ernst Kick, CEO of 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 the Chhuppi Todo Campaign

Matthew Spacie, CEO & Founder of Magic Bus

Coordinators of the initiative Value of Play/ Moderators:

Katharina Janotta, Director Project Management of Spielwarenmesse eG

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

Press information



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