

## Tenth Kids India with new offer for startups

- Most important event for the Indian toy sector
- New Startup Pavilion for young businesses

The indicators in the Indian toy market point clearly to growth. This is due to the country's demographic structure, with a very high proportion of younger people and a growing middle class whose incomes are rising. The gateway to this exciting market is Kids India in Mumbai. The tenth edition of India's most important international B2B trade fair for toys, children's products and sports goods takes place from 12 to 14 September.

## Support for young exhibitors

Registration for Kids India has been open to companies since March. Feedback from the sector is very positive and established businesses have already confirmed that they will be taking part. For interested startups, the organisers are making available for the first time an attractive full-service package. Young businesses will have the opportunity to be included in the Startup Pavilion. The offer includes a 6 m<sup>2</sup> fully equipped stand in close proximity to other national and international startups. In addition, it covers access to a shared meeting lounge for discussions with customers, and a product presentation in the conference area of the fair. "Through this new area, we can promote promising companies of the next generation in the sector and their innovative approaches," explains Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG. More information and registration can be found on the Kids India [website](#).

## Knowledge-sharing on the stage

At the previous edition, 160 exhibitors presented a broad range of goods and services in 18 product groups. In the Jio World Convention Centre, they met up with 5313 trade visitors from 35 countries. Alongside the opportunity to talk to international buyers, Kids India offers a comprehensive conference programme including seminars and podium discussions. The event is organised by the Indo-German Chamber of Commerce. Leading industry associations – the Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturers' Association (TAITMA) – are supporting the event.

Images are available at [www.world-of-toys.org/media](http://www.world-of-toys.org/media).

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### **Spielwarenmesse India Pvt. Ltd.**

On 1 April 2016, Spielwarenmesse eG opened Spielwarenmesse India Pvt. Ltd. in New Delhi, a subsidiary in one of the world's most important growth markets. The company is responsible for organising the trade fair called Kids India, held annually in Mumbai since 2013.

### **Spielwarenmesse eG**

The multifaceted positioning and international orientation of Spielwarenmesse eG is representative of the toy sector and other consumer goods markets. With its legal structure as a cooperative, the business is unique among trade fair companies and is highly successful. Its 60-member team operates from the 'ToyCity' of Nuremberg and is supported by representatives in over 100 countries. Its portfolio includes two major global fairs: the **Spielwarenmesse** in Nuremberg is the lead international event for the B2B sector, as is **SPIEL** in Essen for the B2C field. To these can be added **Kids India** in Mumbai and the **World of Toys by Spielwarenmesse** trade fair programme, which opens up new markets for manufacturers through joint activities in **Hong Kong, Tokyo** and **New York**. The Company's own subsidiaries in the key locations of **China** and **India** ensure that appropriate expertise is available locally. With its accumulated knowledge and global network, the trade fair producer is becoming an ever stronger initiator and groundbreaker in the industry's issues and trends. The most recent example of this is **BRANDmate** in Offenbach, which casts an unconventional and future-directed spotlight on the topic of licensing and partnerships. With its combination of events and online activities, Spielwarenmesse eG ([www.spielwarenmesse-eg.de](http://www.spielwarenmesse-eg.de)) is active all year round.