

Expand internationally with Kids India

- India as an attractive market
- Registration now open

The Indian toys market continues to be highly promising for the international industry. Kids India, which takes place from 15 to 17 September 2022 and for the first time at the Jio World Convention Centre in Mumbai, creates the ideal conditions for interested toy businesses at home and abroad who are considering entering the market and building their business relationships. The new location – India's largest event and conference centre, with high quality, up-to-date facilities – will ensure a special experience for participants at the fair. At its last edition in 2019, India's most important international B2B fair for toys, children's and sports goods attracted 5,945 trade visitors from 34 different countries who appreciated above all the variety of products and brands from over 120 exhibitors.

Exhibitor registration is open

Whether for established major players in the sector or for newcomers, Kids India with its wide range of product categories offers the appropriate environment to all businesses with an interest in the toys and children's goods industries. The range extends from classic toys such as goods for babies and infants, dolls and soft toys, wooden toys and model construction and model railway all the way through to the electronic and learning toys that are currently in high demand. Sports goods, playground equipment, school articles and creative design complement the portfolio. Licensed goods extend across all product fields. Visitor groups include leading decision-makers from the retail and wholesale chains. Registration for Kids India is already open for businesses that are interested. The first substantial companies have already committed to taking part.

Attractive market

For the last two years, Kids India was forced by the pandemic to take a break. All participants feel the economic situation is positive for the forthcoming event, as Christian Ulrich, Spokesperson of the Executive Board of Spielwarenmesse eG, confirms: "The response to the mid-September start to the fair has been overwhelmingly positive and demand is already very high." The Indian toy market is back on a growth trajectory. Sales

in the sector have risen consistently for years on the back of demographic changes and increasing incomes and consumer expenditure in Indian households. Well-known brands and new products and trends are equally in demand from consumers. The trade fair is organised jointly by Spielwarenmesse eG, the organiser of the world's leading toy fair in Nuremberg, and the Indo-German Chamber of Commerce – with the support of the leading industry associations, the Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturers' Association (TAITMA).

You can find further information on conditions of participation in Kids India at www.kidsindia.co.in/why-exhibit.

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Note for editors: Reprint free of charge. Images are available at www.world-of-toys.org/media. Please provide us with a voucher copy on publication.

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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

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg-based company organizes the world-leading **Spielwarenmesse®** in Nuremberg, complemented by the services available on **Spielwarenmesse® Digital**. Its range also includes the **Internationale Spieltage SPIEL** gaming event in Essen, **Kids India** in Mumbai, and the **Insights-X** and **Licensing-X Germany** events held 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 at pavilions featured at trade fairs in Asia and the USA. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. In addition, the subsidiary Spielwarenmesse Shanghai Co., Ltd. is responsible for the People's Republic of China. **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be seen on the Internet at www.spielwarenmesse-eg.com.