

Ninth Kids India with wide range of visitor services

- Broad programme with presentations and podium discussions
- Reimbursement of costs for international buyers

The ninth Kids India is on its way: India's most important international B2B trade fair for toys, children's products and sports goods takes place from 31 August to 2 September at the modern Jio World Convention Centre in Mumbai. It is again being organised by Spielwarenmesse India Pvt. Ltd., a subsidiary of Spielwarenmesse eG, and the Indo-German Chamber of Commerce. The fair offers an ideal entry point into a rapidly growing market. It pays to be quick, though: interested companies can still register, 60 percent of the area has already been allocated.

Growing demand

At the fair's 2022 restart following an enforced two-year break for the pandemic, more than 120 exhibitors and 5476 trade visitors from 33 countries were there in Mumbai. With some 150 companies currently registered – including not only giants of the industry but also local businesses and interesting startups – Kids India offers a broad product portfolio. Alongside classic toys such as goods for babies and infants, dolls and plush fabric products, wooden toys and modelling, the varied product range also includes fields such as electronic and educational toys. Complementing this world of products will be sports, leisure and outdoor products.

Wide-ranging content on stage

There will be no shortage of knowledge-sharing either. On the first two days of the fair, Kids India offers a comprehensive programme of attractive seminars and interactive podium discussions. The presentations tackle political measures to support the toy industry as well as market trends and innovative technologies. Alongside these, there will also be a focus on startups and their routes into the industry, and the topic of toys and mental wellbeing.

Support for international trade fair visitors

With the 'Hosted Buyer Programme', for international buyers there is nothing to stand in the way of a trouble-free and efficient visit to the fair. Thanks to the package put together by the Sports Goods Export Promotion Council (SGEPC), flight costs will be reimbursed on arrival on 30 August. A hotel room for two nights in Mumbai is also included. Furthermore, visitors can take part in exclusive meetings with exhibitors and hence get into direct discussions with the relevant sales representatives. The application form for this limited offer can be found on the Kids India [website](#).

Images are available at 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

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** in Nuremberg. Expanded coverage of the topic of licensing comes with **BRANDmate** in Offenbach. 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, its subsidiary Spielwarenmesse Shanghai Co., Ltd. is responsible for the People's Republic of China. Its **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 found on the Internet at www.spielwarenmesse-eg.com.