

Ninth Kids India: record exhibitor numbers and highly international visitor profile

- Again the leading fair for industry and the trade in the Indian toy sector
- 5313 trade visitors discover the latest trends

Kids India has emphatically confirmed its position as the most important international B2B trade fair for the Indian toy sector. Between 31 August and 2 September, 5313 trade visitors from 35 countries came to the Jio World Convention Centre in Mumbai to discover innovative product ideas, make new business contacts and top up on the latest thinking in the industry. In terms of exhibitors, Kids India hit a new record. 160 companies presented a wide range of toys, children's products and sports goods across 18 product groups. The ninth edition of Kids India was organised by Spielwarenmesse India Pvt. Ltd., a subsidiary of Spielwarenmesse eG, and the Indo-German Chamber of Commerce. Leading industry associations – the Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturers' Association (TAITMA) – provided intensive support for the event.

Central platform for exhibitors

Indicators in the Indian toy market point clearly to growth. This was also apparent among the businesses exhibiting. Major sector players as well as creative startups ensured a huge diversity of exhibitors, with over 200 brands offering the trade a broad spectrum of high quality products. "Kids India is the best platform in India for companies to present their products not only to the domestic market but to the market worldwide," said Manish Kukreja, CEO of Min Toys, in praise of the fair. Alain De Rauw, International Sales Director at Plan Toys, was similarly pleased: "We are delighted to be here at Kids India – we find it very inspiring."

Networking and toy expertise

On the visitor side, too, the atmosphere was highly positive. As well as innovations and brands, face-to-face discussion was another focal aspect of interest to the international trade visitors. Retailers and buyers used the three days of the fair for intensive networking. Accumulated knowledge on market trends, innovative technologies and the latest developments in the toy industry, moreover, offered an attractive programme of presentations, seminars and interactive podium discussions.

Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG, expresses enormous satisfaction in concluding: "The success story of Kids India continues. With its highly international visitor profile and the wide range of quality products, it has demonstrated its status as the most important international toy fair for the trade in the South Asian region. The event provided countless new stimuli for the Indian toy sector. In addition, it illustrated very clearly the growing significance of India as a global site of production for the toy market."

The tenth Kids India will take place in Mumbai from 12 to 14 September 2024.

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. It also has several subsidiaries, including Spielwarenmesse Shanghai Co., Ltd., responsible for the People's Republic of China and Spielwarenmesse India Pvt. Ltd., covering the Indian market. The complete company profile of Spielwarenmesse eG can be found on the Internet at www.spielwarenmesse-eg.com.