

### **Spielwarenmesse eG organizes Kids India**

- New fair in the Bombay Convention & Exhibition Centre from 24–26.10.2013

Spielwarenmesse eG is to organize its own fair in India for the first time in the coming year. Kids India will take place in the Bombay Convention & Exhibition Centre in Mumbai from 24–26.10.2013. “The Indian market is ready for a fair with an international impact,” says Ernst Kick, Chief Executive Officer of Spielwarenmesse eG. “More than 800 toy manufacturers, exporters and suppliers ensure that the Indian market grows constantly.” Spielwarenmesse eG is supported by the Indo German Chamber of Commerce (IGCC) in the organization of Kids India. “IGCC has enormous expertise. It regularly organizes international fairs in India and as our representative for the International Toy Fair in Nuremberg knows the Indian toy market very well,” says Kick. The new fair is intended as a platform for Indian and international exhibitors to present products such as toys, baby articles, licensed products, sport articles, leisure and hobby articles. In addition, Spielwarenmesse eG will organize a World of Toys Pavilion so that small and medium enterprises can also offer their products at Kids India. The pavilion will make it easier for companies from all over the world to enter the Indian market.

### **India – a market with great future potential**

Until now the Indian toy industry’s annual turnover sales have been estimated at about 850 million US dollars, which accounts for a share of only 1 per cent of global toy sales. But the Indian middle class is growing all the time. Consumers are paying increasing attention to quality and spend appreciably more money on toys. A growth figure of some 15 per cent already promises an enormous rise in sales.

### **Spielwarenmesse eG – a company with toy industry expertise**

Spielwarenmesse eG is the best known and most successful fair and marketing services provider in the world of toys. For decades the cooperative has organized the world’s biggest trade fair for the industry - the Spielwarenmesse International Toy Fair Nürnberg. With its international fair programme World of Toys by Spielwarenmesse eG, the company is also involved in Russia and Asia.

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### **Spielwarenmesse eG**

Spielwarenmesse eG is a trade fair organizer and marketing services provider for the toy industry. The Nuremberg company organizes the **Spielwarenmesse International Toy Fair Nürnberg**, the world's leading fair for toys, hobbies and leisure, and the international fair programme **World of Toys by Spielwarenmesse eG**, a pavilion concept that enables manufacturers to exhibit at fairs in Asia and Russia. Together with the Russian National Toy Association RNTA, Spielwarenmesse eG holds a stake in the Russian exhibition company RNTA Expo, which organizes Toys & Kids Russia in Moscow. The spectrum of services offered by the cooperative Spielwarenmesse eG also includes the organization of industry campaigns.