

Off to Mumbai! Kids India reveals an exciting package for international visitors

- Limited offer includes travel cost reimbursement and accommodation
- Leading trade and industry fair for the Indian toy sector

Kids India in Mumbai is the gateway to a rapidly growing market. The 10th edition of this leading B2B fair for toys, children's products and sports goods in India is scheduled to open its doors from 12 to 14 September. It is being organised once again by Spielwarenmesse India Pvt. Ltd., a subsidiary of Spielwarenmesse eG, and the Indo-German Chamber of Commerce. Companies wanting to participate can still register for the event which is being staged at the modern Jio World Convention Centre. In addition, international visitors can take advantage of a highly attractive travel scheme.

Low-cost visit

The "Hosted Buyers Program" has been made available again to give international retailers the opportunity to forge business partnerships and procure products from India. The Sports Goods Export Promotion Council (SGEPC) will reimburse the flight costs for those travelling to the event on 11 September. The package also includes a room for two nights in a 5-star hotel in Mumbai. The application form for this limited offer can be found on the Kids India [website](#). Last year, 80 buyers from 35 countries benefitted from the scheme – including from Australia, the United Kingdom, Malaysia, the USA and the United Arab Emirates.

Strong international presence

Ever since its launch in 2013, Kids India has been one of the world's most important trade fairs serving the toy industry. Last year, 5,313 trade visitors wended their way to Mumbai. Kids India set a new, record number of exhibitors in the same year with 160 companies unveiling a wide selection of toys, children's products and sports goods across 18 product groups. "International visitors on the Hosted Buyers Program will gain timely and inexpensive access to a whole host of innovative product ideas, new business contacts and the latest industry and market insights – live in Mumbai," commented Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG.

Images are available at www.world-of-toys.org/media.

1 August 2024 – seb

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) is active all year round.