

Networking for the future: Kids India brings together key players in the sector

- Regional events promoting the sector
- Support for the toy industry from the Indian government

Offering expertise and contacts in the Indian toy market, the eleventh Kids India takes place at the Bombay Exhibition Centre in Mumbai from 6 to 8 October. In preparation for the fair, the organiser Spielwarenmesse India Pvt. Ltd. is launching a series of networking events to bring together the central players in the sector and to encourage discussion of trends, innovations and growth opportunities in the Indian toy industry. The first two roadshows take place in spring in the Gujarat region.

Face-to-face discussion and ideas

The events represent the start of a rolling programme of gatherings that will involve the companies and industry leaders who are active in the process of transforming the Indian toy industry. Tanu Ailawadi, Managing Director of Spielwarenmesse India Pvt. Ltd., will be revealing live to participants the highlights of Kids India. Starting in Ahmedabad and Rajkot, the initiative is targeted at producers, suppliers and industry experts. These cities are not only important industrial locations but also centres of growth in toy manufacturing. With its strong infrastructure, flourishing plastics and engineering industries and targeted political measures, Gujarat offers a dynamic environment for the expansion of the sector. Events will also be taking place in Delhi, Jalandhar and Hyderabad.

Kids India as a springboard

For companies interested either in making first contacts or in expanding existing business relationships, Kids India in the autumn offers wide-ranging possibilities. As a leading trade fair, it is the ideal platform for meaningful networking with relevant players in the market. By taking part in the fair, companies gain access to one of the largest sales markets in the world for children and young people. The government is supporting this boom with targeted measures including improved credit provision and an optimum business environment for small and mid-sized companies. In addition, incentives are being provided to increase competitive production and to strengthen exports – with the long-term aim of establishing India as a leading player in the global toy industry.

Trade visitors to Kids India will have the opportunity to discover innovative products, form valuable business relationships and gain an in-depth understanding of the market. The networking events will generate the first impressions. Details can be found on the official 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

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 Essen, 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.