

New business opportunities in India: delegation offers powerful insights into the market

- Exclusive three-day tour around Kids India in Mumbai
- Direct access to industry experts and retail concepts

The Indian toy market is growing at pace – and is increasingly positioning itself as a global manufacturing location. Against this background, Spielwarenmesse eG has joined forces with its subsidiary, Spielwarenmesse India Pvt. Ltd., to offer participation in an exclusive delegation to Mumbai. As well as attending Kids India, from 6 to 8 October 2025 manufacturers, retailers and sales professionals will have the opportunity to gain personal familiarity with the market, visit production sites and make valuable contacts.

Focus on economic zone

The tailored programme provides solid insights into the entire value chain of the Indian toy market. “This trip offers a unique opportunity to get close to one of the most dynamic toy markets in the world – with practical, networking and strategic opportunities,” concludes Christian Ulrich, Board Spokesperson at Spielwarenmesse eG. “It is focused on the needs of the participants, to ensure maximum added value,” he adds. The programme opens with an official reception on 6 October, which is followed by a guided tour of the Kids India trade fair where delegates can familiarise themselves with the latest trends, ‘Made in India’ products and leading players in the market. The day is rounded off with personally arranged B2B meetings and a networking evening. On 7 October, the programme includes various factory visits at which the delegation will gain direct on-the-spot insights into Indian production processes. 8 October is devoted to the topics of distribution and consumer behaviour: a workshop sheds light on the legal fundamentals of the Indian market, followed by a panel discussion with industry experts. The visit ends with a tour of selected toy retailers, providing a practical view of sales approaches and market developments in the region.

Attractive comprehensive package

This exclusive offer is for trade visitors and includes, among other benefits, accommodation in the 5-star hotel, a varied supporting programme and meals during the stay. The price of attendance is €1,680 per person. A guided bus tour of the city can be booked additionally if required. The number of delegates is limited and the trip will

take place in English. A compact fact sheet summarising all relevant information and including the registration form is available [here](#). If you have any queries, please feel free to contact Neelima Chopra of Spielwarenmesse India Pvt. Ltd. (n.chopra@spielwarenmesse.in).

You will find image material 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.