

Press Release

The Hosted Buyers Program at Kids India 2027 facilitates market access

Kids India opens up new opportunities for companies in one of the most dynamically growing markets in the toy industry, taking place next year from **4 to 6 March 2027** at the Jio World Convention Centre in Mumbai. As a specialised B2B platform, it offers trade representatives from all over the world the opportunity to discover innovative products and forge new business contacts. Through the **Hosted Buyers Program**, organiser Spielwarenmesse India Pvt. Ltd. is aiming to boost attendance by international buyers.

The program makes it easier for retail professionals and managers to attend the trade fair and encourages interaction with exhibitors and industry peers. Selected participants benefit from a range of complementary services, including two nights' accommodation, transfers, lunch at the fair and fast-track entry. In addition, they gain access to the dedicated Buyer Lounge and networking events. The program welcomes international buyers and representatives from across the toy and children's products industry, including retail, wholesale, distribution, e-commerce, importing, sourcing, licensing and institutional purchasing, as well as other related trade sectors. "Through the Hosted Buyers Program, we specifically foster dialogue between exhibitors and key market players, thereby laying the foundations for sustainable business relationships," emphasises Tanu Ailawadi, Managing Director of Spielwarenmesse India Pvt. Ltd.

From educational and electronic toys to innovative designs rooted in traditional craftsmanship, India's toy industry is booming and is opening up new avenues for retailers to access a diverse range of products. Supported by government incentives and improved market access through trade agreements, Indian manufacturers are becoming increasingly important for international procurement strategies. Kids India offers trade visitors the opportunity to meet new suppliers and tap into further sources of supply.

Further information on the Hosted Buyers Program and how to apply can be found at kidsindia.co.in/buyers-program.

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

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Spielwarenmesse Group

Versatile and internationally oriented: **Spielwarenmesse Group** brings together all the international activities of **Spielwarenmesse eG** under one corporate brand. Portfolio highlights for the toy industry and other consumer goods markets include two world-leading trade fairs: **Spielwarenmesse** in Nuremberg is the leading international event for the B2B sector, as is **SPIEL** in Essen for the B2C field. Also part of the portfolio are **BRANDmania** – Europe's largest B2B networking festival for licences and collaborations in Essen – and the exhibition programme **World of Toys by Spielwarenmesse**, which opens up new markets for manufacturers through joint activities in **Hong Kong, Tokyo** and **New York**. The portfolio also includes **Kids India** as a stand-alone event in Mumbai. Subsidiaries in key locations in both **China** and **India** provide the relevant local expertise in their respective countries. With its concentrated know-how and global network, the organiser is a catalyst for the industry and trend scouts. The 60-member team operates from "ToyCity" Nuremberg and is supported by representatives in over 100 countries. Through both events and online activities, Spielwarenmesse Group is active all year round (www.spielwarenmesse-group.com).