

To Assignment Editor:

## Three Trade Fairs to Showcase Innovative Products Next Week *Sunday Tour to Preview Toy and Baby Products Fairs*

**4 January 2018** – The HKTDC Hong Kong Toys & Games Fair, Asia’s largest toy fair, will be held concurrently with the HKTDC Hong Kong Baby Products Fair and the Hong Kong International Stationery Fair from 8-11 January at the Hong Kong Convention and Exhibition Centre (HKCEC). The three fairs are expected to attract more than 2,940 exhibitors from around the world to display a wide variety of high-quality and innovative products. Philip Yung, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) of the Hong Kong Special Administrative Region (HKSAR) Government, will be the guest of honour at the Joint Opening Ceremony on 8 January.

**The 44<sup>th</sup> Hong Kong Toys & Games Fair:** Asia’s largest toy fair, showcasing the latest innovative toys and games, including smart robot controlled with mobile application, archer AR gaming toy, experimental box with a variety of light experiments, new floating version of the *Star Wars* BB-8 model.

**The ninth Hong Kong Baby Products Fair:** The outlook of baby products is promising as the Chinese mainland’s “Two-Child Policy” starts to take effect. Fair highlights include the Brand Name Gallery, which presents 51 fine brands from 16 countries and regions; the “Baby Tech” zone, showcasing a wide range of high-tech baby products; and the World of Strollers and Gear II, featuring award-winning and high-quality strollers.

**The 18<sup>th</sup> Hong Kong International Stationery Fair:** Organised by the HKTDC and Messe Frankfurt (HK) Ltd, the fair features a strong range of industry-leading brands that showcase the latest art and craft supplies, back-to-school items, paper packaging and printing goods, office supplies and gift stationery. In addition, the theme display “All for Arts,” exhibiting a wide collection of artistically designed stationery and art supplies, will be set up at the entrance of Hall 5B.

A diverse range of seminars and networking activities will be held during the fairs to discuss product development and market trends. They include the Hong Kong Toys Industry Conference 2018, seminars on “STEM and STEAM Toys – More than a Buzzword,” “Key Apparel Trend for Autumn/Winter 2018/19 for Baby and Kidswear,” and “Looking into Stationery Design Trends” seminar. We cordially invite you or your representatives to cover the fairs and related events. Highlights are as follows:

### **Media Preview Tour**

Date: 7 January 2018 (Sunday)

Time: 2:30pm at the Chancellor Room, 4/F, HKCEC

Venue: Chancellor Room, Grand Hall (Licensing Show)

Hall 3FG (Baby Products Fair), Hall 1A-E (Toys & Games Fair)

Speakers: **Will Li**, Senior Service Promotion Manager, HKTDC; **Byron Lee**, Senior Exhibitions Manager, HKTDC

### **Opening Ceremony**

Date: 8 January 2018 (Monday)

Time: 9:30am Media Registration

10am Opening Ceremony

Venue: Expo Drive Entrance, HKCEC

Guest of Honour: **Philip Yung**, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) of the Hong Kong SAR Government

On-Stage Guests: **Li Jiangang**, Deputy Director General, Department of Hong Kong, Macao and Taiwan Affairs, Ministry of Culture of the People's Republic of China; **Benjamin Chau**, Acting Executive Director, HKTDC; **Lawrence Chan**, Chairman of the HKTDC Toys Advisory Committee; **Tommy Li**, Chairman of the HKTDC Design, Marketing and Licensing Services Advisory Committee

## Toys & Games Fair, Baby Products Fair, Stationery Fair Major Media Events

	Toys & Games Fair	Baby Products Fair	Stationery Fair
<b>Date</b>	8-11 January 2018 (Monday to Thursday)		
<b>Time</b>	9:30am-6:30pm (5pm closing on the last day)		
<b>Press Registration</b>	Press registration counter: Hall 1E Concourse, Harbour Road Entrance, HKCEC Media Centre: G/F, Expo Drive Entrance, HKCEC		
<b>Venues</b>	Halls 1A-E Halls 3B-E Halls 5B-G	Halls 3F-G Hall 3 Concourse Mezzanine 2 Convention Hall and Foyer Expo Drive Hall	Hall 5B
<b>Websites</b>	<a href="http://www.hktdc.com/hktoyfair">www.hktdc.com/hktoyfair</a>	<a href="http://www.hktdc.com/hkbabyfair">www.hktdc.com/hkbabyfair</a>	<a href="http://www.hkstationeryfair.com">www.hkstationeryfair.com</a>
<b>Product Highlights</b>	Click <a href="#">here</a>	Click <a href="#">here</a>	Click <a href="#">here</a>

### Media Enquiries

Please contact the HKTDC Communications & Public Affairs Department:

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## **Toys & Games Fair and Baby Products Fair: Event Overview**

### **8 January 2018 (Monday)**

**Joint Opening Ceremony: HKTDC Hong Kong Toys & Games Fair,  
HKTDC Hong Kong Baby Products Fair & HKTDC Hong Kong International Licensing  
Show**

Time: 10am

Venue: Expo Drive Entrance, HKCEC

### **Fashion Snoops Presents: Key Apparel Trend for Autumn/Winter 2018/19 for Baby and Kidswear**

Time: 2:30-3:30pm

Venue: Product Launch Area, Convention Hall

Speaker: Michael Leow, Asia/Pacific Sales & Marketing Head, Fashion Snoops

### **Product Demo and Launch Pad**

Time: 3-4:10pm

Venue: Product Launch Area, Hall 1B

Exhibitors:

- Intertek Testing Services HK Ltd
- Eastcolight (Hong Kong) Limited
- Liuyang Dongyang Trading Corporation
- SQS Fireworks Co Ltd

### **Joint Networking Reception and**

### **Hong Kong Toys and Baby Products Award 2018 Presentation Ceremony**

Time: 6-7:30pm

Venue: Expo Drive Entrance, HKCEC

### **9 January 2018 (Tuesday)**

### **STEM and STEAM Toys – More than a Buzzword**

Time: 11am-noon

Venue: Product Launch Area, Hall 1B

Speakers:

- Christopher Bryne, EVP, Content Director, TTPM
- Josh Loerzel, VP, Sales and Marketing, Zing
- Sunny Lauridsen, VP, Licensing, JustPlay
- Kelly Toy, Head of marketing for WobbleWorks
- Douglas Moore

### **Latest Consumer Trends and Quality Control of Baby Products**

Time: 11:30am-12:15pm

Venue: Product Launch Area, Convention Hall

Speakers:

- Ms Dora Duan, Editor-in-Chief, *Parents*, Gruner + Jahr (Beijing) Advertising Co Ltd
- Dr Ann Leung, Technical Director – Global Technical Services, AsiaInspection

### **Buyer Forum**

Time: 2-3pm

Venue: Product Launch Area, Hall 1B

Speakers:

- Eko Wibowo Utomo, Chairman, Asosiasi Mainan Indonesia
- Sandi Vidhianto, Director of Herokids, PT. Hero Intiputra
- Fransiska Krisantia Nugraha, VP Trade Partnership, PT. Global Digital Niaga

## Hong Kong Toys Industry Conference 2018

Time: 2:30-4:45pm

Venue: Meeting Room N101B, 1/F

Theme: Evolving with the industry: Hot Trends in Toys Industry

Program Rundown & Speakers:

2:30-2:40pm Welcome Remarks by Lawrence Chan, Chairman, HKTDC Toys Advisory Committee

2:40-3:05pm Toys & Play 2022 by Richard Gottlieb, CEO, Global Toy Experts / Publisher Global Toy News

3:05-3:30pm The Global E-Commerce Development by Chris Yang, Senior Business development Manager, Amazon Global Selling

3:30-3:55pm China Retail History and Coming Trend; from Hamleys Retail Strategy to Smart Tips for Toys Brand Company / Manufacturer by Calvin Yum, CEO, Hamleys China

3:55-4:20pm How to use Big Data to build Strategy by Eliza Wong, co-Founder and co-CEO of MaLogic Holdings Ltd

4:20-4:45pm The Latest Licensing Development in the Industry by Marilu Corpus, CEO, Click! Licensing Asia, Inc

## Hong Kong Toys and Baby Products Awards 2018 – Winning Products Presentation

Time: 2:30-3:30pm

Venue: Product Launch Area, Convention Hall

## Buyer Forum: Business Opportunities in Emerging Markets

Time: 4-4:30pm

Venue: Product Launch Area, Convention Hall

Speakers:

- Mr Fabio Rosochansky, CEO, Letiti (Brazil)
- Mr Kunal Popat, founder, R for Rabbit Baby Products Pvt Ltd (India)

## Product Demo and Launch Pad

Time: 4:15-5:15pm

Venue: Product Launch Area, Hall 1B

## 10 January 2018 (Wednesday)

### Toys Compliance, Testing & Export Protection

Time: 11am-12:15pm

Venue: Product Launch Area, Hall 1B

Speakers:

- Dr Jason Hong, General Manager, Modern Testing Services (Global) Ltd
- Mr William To, Senior Manager (Toys), TÜV Rheinland Hong Kong Ltd

- Mr Alan Leung, Manager, Marketing Division, Hong Kong Export Credit Insurance Corporation

## Product Demo and Launch Pad

Time: 11:30am-12:30pm

Venue: Product Launch Area, Convention Hall

Exhibitors:

- Littleroyals Ltd
- Tutti Frutti Direct Ltd
- Zhejiang Ganen Technology Co Ltd

## **Toys Safety & Regulations Updates**

Time: 11am-12:40pm

Venue: SME Training Room E

Speakers:

- Mr Alan Kaufman, SVP, Technical Affairs, The Toy Association
- Mr Steve Williams, Program Manager, International Programs, US Consumer Product Safety Commission
- Ms Lily Li, Regional Product Safety Specialist (Asia Pacific), US Consumer Product Safety Commission
- Mr Christian Wetterberg, LEGO Group; Chair of the European and International Toy Safety Standardization Committees

## **The Age of Digital Marketing for Toys and Baby Products**

Time: 2:15-3pm

Venue: Product Launch Area, Convention Hall

Speakers:

- Ms Ashley Dudarenok, Founder, ChoZan
- Mr Lawrence Kung, founder and COO, Leyou Inc

## **Buyer Forum**

Time: 3:30-4pm

Venue: Product Launch Area, Convention Hall

Speaker:

- Nowel Liu, Senior eCommerce Manager – Merchant, WatsonsMall, AS Watson Group

## **Stationery Fair Event Overview**

### **8 January 2018 (Monday)**

#### **Exhibitor Forum**

Time: 11am-noon

Venue: OASIS, Hall 5B

#### **Marketing Your Stationery Business in the Digital Age**

Time: 2:30-3:30pm

Venue: OASIS, Hall 5B

Speakers:

- Plato Wai, Business Development Manager, Shopline
- Leo Lau, co-founder, ConnectAR

## **9 January 2018 (Tuesday)**

### **Buyer Forum: Business Opportunities along the Belt and Road**

Time: 11:30am-12:30pm

Venue: OASIS, Hall 5B

Speakers:

- Dhianna M. Tanuwidjaja, Director, PT Logika Prima Perdana
- David Wijaya, Seller Acquisition Manager, PT. Solusi e-commerce Global

### **Looking into Stationery Design Trends**

Time: 2:30-3:30pm

Venue: OASIS, Hall 5B

Speakers:

- Ali Moosa, ArtPick Manager, Kubrick
- CL Lam, Creative Director, Green & Associates

### **Networking Reception**

Time: 6-7pm

Venue: OASIS, Hall 5B