

To Assignment Editor:

Three Trade Fairs to Highlight China Opportunities Next Week *Sunday Tour to Preview Toys, Baby Products and Stationery Fairs*

8 January 2016 – The HKTDC Hong Kong Toys & Games Fair, Asia’s largest toys fair, will be held concurrently with the Hong Kong Baby Products Fair and the Hong Kong International Stationery Fair from 11 to 14 January at the Hong Kong Convention and Exhibition Centre (HKCEC). Organised by the Hong Kong Trade Development Council (HKTDC), the three fairs are expected to attract a record of nearly 2,800 exhibitors from around the world to display an array of innovative products, ranging from educational toys to high-tech products. Carrie Lam, Chief Secretary for Administration of the Hong Kong SAR Government will be the guest of honour at the Joint Opening Ceremony.

The 42nd Hong Kong Toys & Games Fair: Asia’s largest toys fair showcases innovative toys and games including a VR(Virtual Reality) mobile-controlled drone that uses barometer technology to determine the flying altitude; the first mobile app-controlled 4D Cityscape Time Puzzle; and the magnetic levitating remote-controlled Batwing featured in the latest Batman movie.

The 7th Hong Kong Baby Products Fair: Boosted by the implementation of China’s new Two-Child Policy, the outlook of baby products is promising. The fair welcomes a record number of around 520 exhibitors. This year a new Korean pavilion is introduced together with new zones featuring “Baby Learning Toys” and “Disposable Baby Products” while popular zones of Baby Toys, Games and Educational Products have been expanded. Creative baby products include a two-in-one Bluetooth baby weighing scale and a nappy disposal tub.

The 16th Hong Kong International Stationery Fair: Five thematic zones showcase a wide variety of stationery products, including one of the world’s smallest three-in-one paper shredders. Representatives from Moleskine and Cherrypicks will be among the seminar speakers of the fair, which is co-organised by the HKTDC and Messe Frankfurt (HK) Ltd.

During the fair period, over 20 seminars and networking activities will be held to discuss products and market trends. These include the Hong Kong Toys Industry Conference, seminars on “trends and business opportunities of China toys and games market” and “stationery design trends”, as well as a Flying Object Demo. We cordially invite you or your representatives to cover the fairs and related events. Highlights are as follows:

<u>Media Preview</u>	<u>Opening Ceremony</u>
Date: 10 January 2016 (Sunday)	Date: 11 January 2016 (Monday)
Time: 2:30pm at Chancellor Room, 4/F, HKCEC or 3:15pm at Hall 3B Entrance, HKCEC	Time: 9:30am Tea Reception 10am Opening Ceremony
Venue: Chancellor Room, Grand Hall (Licensing) Hall 3FG (Baby Products), Hall 1C and 1D (Toys)	Venue: Expo Drive Entrance, HKCEC
Speakers: Jenny Koo , Director, Service Promotion, HKTDC; Byron Lee , Senior Exhibitions Manager, HKTDC	Guests of Honor: Carrie Lam , Chief Secretary for Administration, HKSAR
Exhibitors (Booth No): L’Inglesina Baby (3F-G24), Treasure Kingdom (3G-C10), 4M Industrial Development Limited (1D-D20), Yuneec Int’l Co Ltd (1D-A33), MIRAX Technology (1C-F35)	On-Stage Guests: Li Jiangang, Deputy Director General, Department of Hong Kong, Macro and Taiwan Affairs, Ministry of Culture of PRC; Margaret

Fong, Executive Director, HKTDC;
Yeung Chi Kong, Chairman, HKTDC
Toys Advisory Committee; **Tommy Li**,
Chairman, HKTDC Design, Marketing
and Licensing Services Advisory
Committee

Media Enquiries

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

	Toys & Games Fair	Baby Products Fair	Stationery Fair
Date	11-14 January 2016 (Monday to Thursday)		
Time	9:30am-6:30pm (closed at 5pm on the last day)		
Press Registration	Press registration counter: Hall 1E Concourse, Harbour Road Entrance, HKCEC Media Centre: G/F, Expo Drive Entrance, HKCEC		
Venues	Hall 1A-E, 3B-E, 5C-G Convention Hall and Foyer	Hall 3F-G, 3G Concourse Mezzanine 2 Expo Drive Hall	Hall 5B
Websites	www.hktdc.com/fair/hktoyfair-en	www.hktdc.com/fair/hkabyfair-en	www.hkstationeryfair.com
Interesting Products	http://goo.gl/BVjRtC	http://goo.gl/84JXT7	http://goo.gl/JUuRy2

11 January 2016 (Monday)

<p>Exhibitor Forum (Stationery Fair) Time: 1pm - 2:20pm Venue: OASIS, Hall 5B Exhibitors: Interlink Enterprise Co., Ltd. (booth no: 5B-E06), Marknext Limited (booth no.: 5B-A32)</p>	<p>Sports Game Staging Performance Time: 2pm – 3pm Venue: Performance Stage, Convention Foyer, HKCEC Performances: Biketrial, Artistic Football</p>
<p>Safety Issues Updates Time: 2pm - 4pm Venue: SME Training Room E, Expo Galleria Speakers: Jake Miller, Regional Product Safety Officer, Beijing, Office of International Programs, U.S. Consumer Product Safety Commission ; Alan Kaufman, Senior Vice President, Technical Affairs, Toy Industry Association, Inc. ; Christian Wetterberg, Chair of the European and International Toys Safety Standardization Committees; Catherine Van Reeth, Director General, Toy Industries of Europe</p>	<p>Latest Consumer Trends of Baby Products Time: 2:30pm – 3:15pm Venue: Product Launch Area, Hall 3FG Concourse Speakers: Martin Paff, Publisher, Childhood Business Magazine (Germany), Helen Lo, Co-Founder of Ohmykids Limited</p>
<p>Product Demo and Launch Pad (Toys Fair) Time: 4pm – 4:20pm Venue: Product Launch Area, Hall 1B Exhibitor: TUV Rheinland HK(booth no: 3D-D26)</p>	<p>Joint Networking Reception for Hong Kong Toys & Games Fair and Baby Products Fair and Hong Kong Toys and Baby Products Award Presentation Ceremony 2016 Time: 6pm - 7:30pm Venue: Expo Drive Entrance, HKCEC</p>

12 January 2016 (Tuesday)

<p>Product Demo and Launch Pad (Baby Products Fair) Time: 11am – 12:40pm Venue: Product Launch Area, Hall 3FG Concourse Exhibitors: L'Inglesina Baby SpA (booth no.:3F-G24), Abon Global Co Ltd (booth no: 3F-G10), Korean Pavilion: Lee Saem International (booth no.: 3CON-123) & Blue Rabbit (booth no: 3CON-124), Plasticos Zarauz – Babyauto (booth no: 3F-H04), Catalo Natural Health Foods Ltd. (booth no: 3CON-088)</p>	<p>Seminar on “Toys Compliance, Testing & Certification” Time: 11am-noon Venue: Product Launch Area, Hall 1B Speakers: Dr Charles Wong, Regional Manager, Analytical Division, Modern Testing Services (Global) Limited ; Benny Wong, Senior Technical Manager, Toys and Children's Products Department, The Hong Kong Testing and Standards Centre</p>
<p>Sharing Session on “Business Opportunities in Taiwan Market” Time: 11:30am – 12:30pm Venue: OASIS, Hall 5B Speaker: Lin Chung Jen, General Editor, Book & Stationery Magazine (Taiwan)</p>	<p>Buyer Forum - Business Opportunities in Global Markets Time: 2pm – 3pm Venue: Product Launch Area, Hall 1B Speakers: Richard Gottlieb, Principal and Founder, Global Toy Group; Bona Shiu, Regional Merchandising Manager- GM Kids, KAS; Manu Sharma, Business Head, Reliance Brands Ltd.</p>
<p>Seminar on “Push your Business Forward - Catch the Latest Design Trends and E-Business Strategies Time: 2:30pm – 3:45pm Venue: OASIS, Hall 5B Speakers: Consuelo Romeo, APAC Brand and Marketing Manager, Moleskine; Raymond Leung, Vice President, Sales & Client Services, Cherrypicks; Stone IP, Founder of HisTrend.HK and Famous Blogger</p>	<p>Hong Kong Toys and Baby Products Award 2016 – Winning Products Presentation Time: 2:30pm – 3:30pm Venue: Product Launch Area, Hall 3FG Concourse</p>
<p>Seminar on “Market Potential for Virtual Toys & Games” Time: 3pm – 4pm Venue: Meeting Rooms N104-105 Speakers: Christopher Bryne, Content Director, Time to Play Magazine; Josh Loerzel, Vice President of Sales and Marketing, Zing Toys; Jim McCafferty, President and CEO, JPM Creative; Stephen Chan, General Manager, Soap Studio; City Chang, SVP Consumer Products, Universal Studios</p>	<p>Buyer Forum - Business Opportunities in the Chinese Mainland Market Time: 4pm – 4:30pm Venue: Product Launch Area, Hall 3FG Concourse Speaker: Larry Kung, Founder & COO, Leyou, Inc.</p>
<p>Product Demo and Launch Pad (Toys Fair) Time: 4pm – 5pm Venue: Product Launch Area, Hall 1B Exhibitor: UL VS Hong Kong Ltd (booth no. : 3D-C26)</p>	<p>Product Demo and Launch Pad - World of Sports Time: 4pm – 5pm Venue: Performance Stage, Convention Foyer</p>

Networking Reception (Stationery Fair)

Time: 6pm – 7:20pm

Venue: OASIS, Hall 5B

13 January 2016 (Wednesday)

**Hong Kong Toys Industry Conference 2016 –
Playing to Win: Toys and Games of the
Future**

Time: 10am - 12:40pm

Venue: Meeting Room N101

Moderator: **John Tong**, Chairman of Hong
Kong Toys Council

Speakers: **Utku Tansel**, Strategy Analyst -
Licensing, Euromonitor International; **Ir Dr HL
Yiu**, Head, Electronics Cluster, Hong Kong
Science & Technology Parks Corporation;
Helena Lopez, Director, Itsmagical Hong Kong
Ltd; **Charles Riotto**, President, Licensing
Industry Merchandisers' Association(LIMA);
Kelvyn Gardner, Managing Director, LIMA UK

**Product Demo and Launch Pad (Baby
Products Fair)**

Time: 11am-noon

Venue: Product Launch Area, Hall 3FG
Concourse

Exhibitors: Korean Pavilion – Element Co.,
Ltd. (booth no: 3CON-116) ; Antepima
Brands International Limited (booth no: 3F-
H16) ; Apramo UK Ltd. (booth no: 3F-G20)

Sports Game Staging Performance

Time: 2:00pm - 3:00pm

Venue: Performance Stage, Convention Foyer

Performances: Biketrial, Artistic Football

**Seminar on "Trends and Business
Opportunities of China Toys and Games
Market"**

Time: 3:30pm – 4:30pm

Venue: SME Training Room C, Expo
Galleria