

To Assignment Editor:

Toys, Baby Products & Stationery Fairs Open Next Month Press Conference Next Wednesday to Preview Highlighted Products

28 December 2017 – Asia’s largest toy fair, the HKTDC Hong Kong Toys & Games Fair, will open on 8 January and continue through 11 January, alongside the HKTDC Hong Kong Baby Products Fair and the Hong Kong International Stationery Fair, at the Hong Kong Convention and Exhibition Centre (HKCEC). The three fairs will draw more than 2,940 exhibitors from around the world to showcase a wide range of innovative products, while trade buyers from thousands of companies are expected to attend the fairs.

A press conference will be held on **3 January (Wednesday)** to announce details of the fairs and offer a first-hand look at some of the highlighted products, including:

- **Tiny Hong Kong diorama** – Local street diorama of fine craftsmanship that present Hong Kong’s unique characteristics and culture;
- **Smart robot** – Players can control the robot with mobile application to engage in battles;
- **Experimental box** – With a variety of light experiments, the box allows children to play with light colours, colour mixtures and shadows;
- **Archer AR gaming toy** – A unique bow-shaped gaming toy to be played with smart phones. Augmented Reality (AR) technology enables greater interactivity. Multiple games with different battle tactics are available for download;
- **Natural-made baby bowl set** – Made of biodegradable polylactic acid using corn starch, the product is 100 per cent food safe;
- **Leatherette baby stroller** – A luxurious stroller that provides the perfect blend of agility and protection. A light and compact design with integral aluminium ring wheels;
- **4-in-1 multifunctional cushions** – Different combinations of cushion components provide eight functions that can be used from the first stage of pregnancy through to the baby’s first year.
- **Schoolbag** - Equipped with shoulder straps and two handles, as well as a front pocket decorated with silicon tiles that allow creative personalised designs;
- **“Staple-less” stapler** – Attaches up to 10 pieces of paper without any need for staples, making it eco-friendly, safe and facilitates paper recycling.
- **Letterpress Animal Calendar** – Handcrafted by a local design studio, the calendar fuses traditional techniques with modern design.

We cordially invite you or your representative to cover the press conference:

Date:	3 January (Wednesday)
Time:	2:30pm
Venue:	HKTDC SME Centre, G/F, Expo Drive Entrance, HKCEC
Speakers:	Benjamin Chau , Acting Executive Director, HKTDC Lawrence Chan , Chairman, HKTDC Toys Advisory Committee Judy Cheung , Deputy General Manager, Messe Frankfurt (Shanghai) Co Ltd
Remarks:	The press conference will be conducted in Cantonese; questions in English and Putonghua are welcome.

Websites:	Toys & Games Fair www.hktdc.com/hktoyfair/ Baby Products Fair www.hktdc.com/hkbabyfair/ Stationery Fair www.hktdc.com/fair/hkstationeryfair-en
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