

Asia's biggest toys event 亞洲最大玩具展



Hong Kong Toys & Games Fair 香港玩具展

7-10/1/2013

**Hong Kong Convention and Exhibition Centre
香港會議展覽中心**



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Global Platform Boosts

環球

There are three very good reasons why the **HKTDC Hong Kong Toys & Games Fair** is an excellent platform for boosting business – it is Asia's biggest toys event, the second largest of its kind in the world and the first of its kind in the calendar year. It attracts large numbers of buyers from around the world seeking to source the latest in a comprehensive array of toys, games and related products, as well as assess the newest trends and market directions in the industry.

International Buyer Profile

The 2012 edition was attended by 1,893 exhibitors from 43 countries. It attracted over 35,800 buyers from 126 countries and regions, representing a 5% increase over 2011; the top areas of origin for visitors included Australia, Chinese mainland, Japan, Korea, Russia, Taiwan, Thailand, the Philippines, the UK and the US. The global profile of visitors means that the Toys & Games event is the perfect place for establishing connections in a variety of markets, both mature and emerging.

Grown-up Focus

The 2013 show incorporates a special highlight that focuses on items specifically target for grown-ups. High spending power characterises these consumers, who are very demanding of product quality. The newly launched **Kidult World** brings under one umbrella a number of categories including hobby goods, action figures, toy vehicles and magic items. To highlight and publicise the new highlight, a distinctive display area featuring selected products will be set up at the Hall 1E concourse.

Specialist Sections

Another undoubted highlight of the fair is the **Brand Name Gallery**, a premium area that showcases top-quality branded toys and designer collections in a suitably sophisticated environment. It was particularly well received at the 2012 edition, with positive feedback from buyers who appreciated the unique opportunities it provided, particularly to source high-quality innovative and creative items.

Other zones are: Candy Toys, Educational Toys & Games, Electronic & Remote Control Toys, Festive & Party Items, Toy Parts & Accessories, Hobby Goods, Magic Items, Multiple Toys Products, Outdoor & Sporting Items, Paper Products & Toy Packaging, Soft Toys & Dolls, Testing, Inspection & Certification Services, Trade Services, Vehicles, Mechanical Toys & Action Figures and Video Games.

Marketing Opportunities

As well as providing exhibitors the opportunity to attract orders from buyers, the show also offers them a platform for promoting not only their products but also their company image and capabilities through a number of activities. They include:

The **Product Demo and Launch Pad**, which provides exhibitors with the opportunity to introduce new products and demonstrate them in front of an audience of international buyers and interact directly with them.

The **Hong Kong Toys & Baby Products Awards** is designed to recognise excellence in innovation,

Business 平台促進業務

creativity and eco-friendliness – entry is open to exhibitors of Hong Kong Toys & Games Fair and Hong Kong Baby Products Fair.

Four-in-One

The Toys & Games Fair takes place alongside the **HKTDC Hong Kong Baby Products Fair**, **HKTDC Hong Kong International Licensing Show** and the **Hong Kong International Stationery Fair**. Exhibitors can take advantage of the fact that buyers in all these categories are able to seek additional sourcing opportunities at the toys event in order to look for new ideas to take their businesses in new directions.

Act Now!

Don't delay – ensure that you are a part of this vibrant quartet of fairs by applying for your booth at the Hong Kong Toys & Games Fair today.



香港貿發局香港玩具展的規模冠絕亞洲，世界排名第二，更是全年首個業內展覽盛會，能為業者提供絕佳平台，推動業務蒸蒸日上。玩具展吸引世界各地眾多買家到場參觀，採購各色各樣最新的玩具、遊戲及相關產品，並瞭解業內最新趨勢及市場發展方向。

國際買家雲集

香港玩具展2012匯聚43個國家及地區的1,893家參展商，吸引126個國家及地區逾35,800名買家到場參觀，買家數目比2011年增加5%。買家主要來自澳洲、中國內地、日本、韓國、俄羅斯、台灣、泰國、菲律賓、英國及美國，國際色彩濃厚，足證玩具展能為參展商締造理想平台，與不同的成熟及新興市場建立業務聯繫。

大童焦點

玩具不單是小朋友的專利，不少成年人亦愛回溯兒時樂趣，因此消費力高的青少年及成年人亦是市場的目標，這些買家對產品質素非常重視。在2013年，玩具展設立全新的大童世界，特別推介專為成年人及青少年而設的玩具產品。這個新設主題匯集不同種類的玩具，包括嗜好玩具、動作玩偶、模型、合金車及魔術用具。大會為宣傳及凸顯這個新展區，將在展覽廳1E大堂關設一個展示專區，集中推介大童世界內的精選產品。





專門展區

毋庸置疑，**品牌廊**是玩具展的矚目焦點之一。這個特級展區布置高雅，有助彰顯品牌玩具及設計師系列的卓越質素。品牌廊在香港玩具展2012備受好評，買家反應熱烈，十分讚賞獨一無二的採購良機，特別是採購優質創意玩具的寶貴機會。

其他展區計有：糖果玩具；益智玩具及遊戲；電子及遙控玩具；節日及派對用品、玩具零件及配件；嗜好玩具；魔術用具；綜合玩具產品；戶外及運動用品；紙品及玩具包裝；軟身玩具及洋娃娃；測檢及認證服務；商貿服務；模型、機械玩具及動作玩偶；以及電玩遊戲。

推廣良機

除了為參展商提供平台以便爭取買家訂單外，玩具展亦安排一連串活動，讓參展商推廣產品及服務，並提升企業形象。**產品推廣及發布區**為參展商提供機會，向國際買家推介及示範新產品，互相直接交流。

香港玩具及嬰兒用品大獎旨在表揚創新、環保和設計卓越的產品，香港玩具展及香港嬰兒用品展的參展商均可報名參加。

四大盛會

香港玩具展與香港貿發局香港嬰兒用品展、香港貿發局香港國際授權展以及香港國際文具展同期舉行。這些行業的買家將可把握機會前往玩具展參觀，藉此發掘更多採購機遇和新意，為業務開拓新的發展方向。

請即報名參展！

四大展覽盛會同期舉行，商機源源湧現，請勿遲豫，立即報名參加香港玩具展。



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立即行動，登入展會網站

www.hktdc.com/hktoyfair/tc 申請參展。

BrandName 品牌廊 Gallery

Premium Zone Attracts Serious Business*

The Brand Name Gallery is the premier highlight of the Toys & Games Fair and is a 'must see' for buyers seeking creative and innovative products at the top end of the market. The zone appeared in expanded form, featuring 80 exhibitors in 2012 – a 29% increase over the previous edition – and a total of 125 premium brands were presented. It proved to be a big hit with buyers and exhibitors alike as a place where serious business is done. It is sited in the premium location of Hall 1, with booths set in a suitably sophisticated environment that matches the quality of the products. The ambience is very conducive to fruitful business discussions.

Be a part of this premium zone in 2013 and promote your brand to quality buyers – apply for your booth today!

* All applications will be vetted by the Review Panel. The organiser reserves the right not to accept an applicant into the Brand Name Gallery if the brand name has been registered with the Intellectual Property Department in Hong Kong by another company.

特級展區匯聚商機*

品牌廊是香港玩具展首屈一指的矚目焦點，買家要物色別具創意、新穎獨特的高檔產品，絕對不可錯過。2012年，品牌廊的規模有所擴大，共有80家商號參展，數目較上屆增加29%，展出的高級品牌多達125個。品牌廊深受買家及參展商歡迎，方便買賣雙方認真洽談交易。品牌廊設於展覽廳1，位置優越，布置典雅，與質素超群的展品互相輝映，營造有利的氣氛，洽談業務更感事半功倍。

請即報名於2013年在品牌廊參展，向優質買家推廣旗下品牌產品。

*所有申請將由評審小組審批。假若申請公司擬於展覽會展示的品牌名稱與另一家公司於香港知識產權署申請註冊為商標的品牌名稱相同，主辦機構有權拒絕該申請公司於品牌廊參展。



Comments 參展商及買家 評語

from Exhibitors and Buyers

Hear What Exhibitors Say

"HK Magic Ltd is a licensed manufacturer and distributor of Hello Kitty Magic - the first line of collectible, interactive and educational, easy magic tricks ever conceived. It's our first time at the Hong Kong Toys & Games Fair. For us, it was a very big success as we received interest from about 600 companies worldwide for our Hello Kitty Magic products and our company was featured in the Reuters news. The Hong Kong Toys & Games Fair was really very well-organised and everything was perfect. I believe that the toys industry will survive despite economic problems."

Jean Xueref, President, HK Magic Ltd, Hong Kong

"We specialise in technology-based games, and have developed a variety of innovative cube puzzles, and currently hold 54 patents. So far we've had many enquiries, including buyers from Australia, India, Malaysia and Singapore and many from Europe, which is very encouraging, as well as the US and Canada. These are all good markets for us. I am satisfied with the service at the show, too; communication with HKTDC staff is good - they respond immediately to enquiries."

Konstantinos Verdes, General Director, Verdes Innovations S.A., Greece

"This is our first time at this event - we made the decision to attend because we know it attracts many international customers. Even on the first morning of the show, the halls were packed with buyers from South America, the US, Germany, Japan, Indonesia and India, for example. Our major markets are in North America and Europe, where the souvenir market for quality products is the biggest, and while we are particularly keen to meet new contacts from there, we are happy to meet potential customers from all over the world. The service we receive here is excellent."

Jean W Kim, President, Olympia Industrial Co., Ltd., Korea

Hear What Buyers Say

"Toy Concept is the biggest retail chain in Romania, operating 18 stores throughout the country. We have plans to expand our sales network with 3-4 new shops this year, and we're trying to cover a more comprehensive range of products. We've seen many exhibitors, with over 60 exhibitors offering very nice products, and we've also met over 10 regular suppliers from Hong Kong and the Mainland China. We've already placed orders worth about US\$280,000 for toys, trikes, baby furniture, etc. at the fair. The organisation and location of the fair are perfect, and its facilities and hospitality are also very good."

Aurelian Nita, Managing Director, Toy Concept S.R.L., Romania

"Dino Toys is one of the biggest suppliers and manufacturers of puzzles, games and playing cards in the Czech Republic. I'd like to thank HKTDC for supporting my visit to the fair. Serious business is done at this event. I am looking to diversify our portfolio and bring new products to the market, such as toys for seniors that we can sell under our Puzzle Active name. As a result of my visit I am confident we can develop new products for the Czech and neighbouring markets featuring our own motifs."

Petr Talanda, Export Manager, Dino Toys, Czech Republic

"We are one of the largest multimedia gaming companies in the Middle East, and we also have our own retail and distribution network, with 14 outlets. I have seen many interesting products, such as licensed remote-control cars and party items. Among the most innovative was a model of Dubai's famous Burj Al Arab building that children can build themselves - this would be perfect for our market. This is a perfect fair, and I'd particularly like to mention the HKTDC team in the UAE for giving us this opportunity and for taking care of all the arrangements."

Kishan Deepak Palija, Managing Director, Geekay Distribution, Dubai, UAE

Online Promotions 網上宣傳

Using hktdc.com, HKTDC Online Marketplace means you don't have to wait until the next fair to promote your products. To find out more, visit www.hktdc.com, email supplier@hktdc.org or call (852) 1830 668.

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參展商心聲

「HK Magic Ltd 是 Hello Kitty Magic 的授權生產商及分銷商。Hello Kitty Magic 是首個集收藏、互動、教育元素於一身的魔術小把戲系列，本公司是第一次參加香港玩具展。約有600家國際企業對我們的 Hello Kitty Magic 產品感到興趣，路透社也有關於本公司的報道，對我們來說是很好的成績。香港玩具展的組織真是一流，各方面都完美。雖然經濟問題影響市道，但我相信玩具業將會繼續蓬勃下去。」

香港 HK Magic Ltd 總裁
Jean Xueref

「本公司專營科技遊戲，並已研發出各種各樣別具創意的智力魔方。我們現時擁有54項專利。我們已接獲很多查詢，分別來自澳洲、印度、馬來西亞及新加坡等亞洲公司，也有不少歐洲公司，令人鼓舞，而作出查詢的美國及加拿大公司同樣為數不少。這些都是本公司的理想市場。我很滿意會上提供的服務。我們與香港貿發局職員有很好的溝通，查詢很快便得到回覆。」

希臘 Verdes Innovations S.A. 總裁
Konstantinos Verdes

「這是我們首次參展。我們知道玩具展吸引很多國際買家到場參觀，因此我們決定參展。在展覽首天的上午，場內已擠滿了來自南美、美國、德國、日本、印尼及印度等的買家。北美及歐洲是本公司的主要市場，也是最大的優質紀念品市場。本公司特別希望認識這些市場的新客戶，也希望與世界各地的客戶建立聯繫。我十分滿意香港貿發局提供的服務。」

韓國 Olympia Industrial Co., Ltd. 總裁
Jean W Kim

買家心聲

「Toy Concept 是羅馬尼亞最大的連鎖零售店，在國內經營18家商店。我們打算擴大銷售網絡，今年開設3至4家新店，並嘗試提供種類更全面的產品。我們見過許多參展商，有60多家參展商提供非常優秀的產品，此外也會見了超過10家來自香港和中國內地的原有供應商。我們已在這裡發出總值約280,000美元的訂單，採購玩具、三輪車和嬰兒家具等。這個展覽會的組織和地點都無可挑剔，設施和服務也完善周到。」

羅馬尼亞 Toy Concept S.R.L. 董事總經理
Aurelian Nita

「Dino Toys 是捷克規模最大的砌圖、遊戲及撲克牌供應商及製造商之一。十分感謝香港貿發局協助我前來參觀。我希望擴大本公司的產品種類，並為本土市場引入新產品，例如為本公司旗下的 Puzzle Active 品牌物色適合年長人士的玩具。到場參觀後，我相信本公司必定可以為捷克及鄰近市場開發具有本土特色的新產品。亞洲的服務水平很高，香港玩具展亦不例外，服務十分周全。」

捷克 Dino Toys 出口經理
Petr Talanda

「本公司是中東其中一家規模最大的多媒體遊戲公司，我們擁有本身的零售及分銷網絡，並自營14家門市店。我在會上見到很多有趣產品，如授權遙控車及派對用品。當中最具創意的產品之一，是迪拜著名建築物 Burj Al Arab 帆船酒店模型，小朋友可以自行拼砌，十分切合中東市場的需求。玩具展十分出色，特別是在香港貿發局阿聯酋辦事處的職員，他們為我提供這次機會，並安排我前來參觀。」

阿聯酋迪拜 Geekay Distribution 執行董事
Kishan Deepak Palija

Buyer Breakdown by Region (outside Hong Kong) 買家按地區分布 (香港以外地區)

Data audited by the Society for the Voluntary Control of Fair and Exhibition Statistics (FKM)
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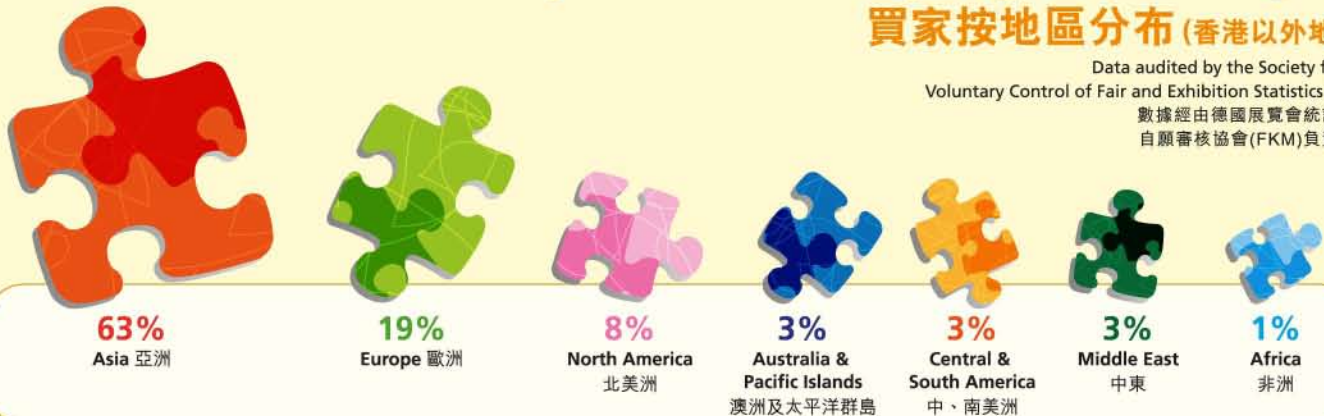


Exhibit Profile 展品類別

- | | | |
|---|--|---|
|  Candy Toys 糖果玩具 |  Educational Toys & Games 益智玩具及遊戲 |  Electronic & Remote Control Toys 電子及遙控玩具 |
|  Festive & Party Items, Toy Parts & Accessories 節日及派對用品、玩具零件及配件 |  Hobby Goods 嗜好玩具 |  Magic Items 魔術用具 |
|  Outdoor & Sporting Items 戶外及運動用品 |  Paper Products & Toy Packaging 紙品及玩具包裝 |  Multiple Toys Products / General Merchandise 綜合玩具產品 |
|  Trade Services 商貿服務 |  Vehicles, Mechanical Toys & Action Figures 模型、機械玩具及動作玩偶 |  Testing, Inspection & Certification Services 測檢及認證服務 |
| |  Soft Toys & Dolls 軟身玩具及洋娃娃 |  Video Games 電玩遊戲 |

Sign up NOW for the HKTDC Hong Kong Toys & Games Fair 2013! Detailed information is available at www.hktcdc.com/hktoysfair
請即報名參加香港貿發局香港玩具展2013! 展覽詳情載於www.hktcdc.com/hktoysfair/tc, 歡迎上網瀏覽。

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- Please send us more information on exhibiting at the
HKTDC Hong Kong Toys & Games Fair 2013.
本公司欲參加香港貿發局香港玩具展2013, 請惠寄有關資料。

- Please send us more information on
Brand Name Gallery.
請惠寄有關品牌廊的資料。

Company Name 公司名稱: _____

Contact Person 聯絡人(Mr先生 / Ms女士): _____

Title 職銜: _____

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Product / Service Categories 產品 / 服務類別: _____

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|--|---|--|---|--|

BrandName
品牌廊
Gallery

9 sq.m. Deluxe Booth
9平方米高級展位
US\$美元5,760

15 sq.m. Deluxe Booth
15平方米高級展位
US\$美元9,090

Custom-Built Participation
特裝參展
US\$美元455 (per sq.m. 每平方米)
Minimum 36sq.m. 最少租用36平方米

For terms and conditions, please refer to the application form for further information. 有關條款及細節之詳情, 請參閱報名表格。

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