

Kidult World 大童世界



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

New Highlight Targets "Big Kids" with Money to Spend

The Hong Kong Toys & Games Fair 2013 sees the introduction of a new highlight targeting the growing market of toys for grown-ups. **Kidult World** will showcase a comprehensive array of products including action figures, airsoft guns, collectables, hobby goods, mechanical toys, miniature vehicle models, transport models, puzzle, board games & magic sets.

In a range of markets around the world, it appears that more adults are buying games and toys for themselves – and the good thing for the toy industry is that it caters to a market segment with relatively high spending power. Collectables, particularly action figures and miniature vehicles, are often aimed as much at adults as they are at children, with most bought to display rather to play with. While action figures appeal to men, women go for high-end collector dolls. Gadgets are always popular, and this market is growing as more and more toys incorporate electronic elements, such as miniature radio-control cars, boats and helicopters, alongside hi-tech products. More adults are participating in outdoor activities such as war games, for which they require specialist equipment. On the other hand indoor games such as board games and train sets – often harking back to childhood days – are also popular.



全新焦點 — 「大童世界」 目標高消費「大孩子」買家

不少成年人愛回溯兒時樂趣，香港玩具展2013亦聚焦於這個發展迅速的市場，特設全新主題**大童世界**，網羅各式各樣的玩具，包括動作玩偶、氣鎗、收藏品、嗜好玩具、機械玩具、微型車模型、交通工具模型、砌圖、棋盤遊戲及魔術配套道具等。

宏觀環球市場，愈來愈多成年人為自己購買玩具，為業界帶來無限商機，因為這群買家擁有相對較高的消費能力。動作玩偶及迷你模型車這類收藏品，無論成人或兒童皆趨之若鶩，購買是為珍藏多於耍玩；男士多愛動作玩偶，女士則愛高端收藏級洋娃娃。機械玩具永不落伍，隨著更多玩具融入電子元素，市場規模日增，無線電遙控車、船、直昇機及其他高科技產品皆大受歡迎。野戰等戶外活動吸引眾多成年人參加，令專門設備的需求大增。除此之外，戶內遊戲如棋盤遊戲及玩具火車配套充滿童年回憶，同樣廣受青睞。



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High Potential Market

The kidult market has a number of common characteristics that provide plenty of potential to toy manufacturers and designers. Target buyers tend to enjoy high spending power. They are also very demanding of product quality, be it delicate craftsmanship, high fidelity, rarity, sophisticated design, heritage and revaluation potential. As a result of these factors, end-users in this market are less sensitive price-wise, while being more focused on satisfaction. They tend to stay loyal to preferred products and brands.

The kidult trend can be seen in both mature and developing economies. In long established markets, consumers like to indulge in nostalgic toys and games that remind them of their childhood. In developing countries, growing affluence is boosting the sale of toys to adults.

Extensive Marketing

Exhibitors at Kidult World will benefit from extensive marketing exposure both before and during the fair.

- A **Centralised Product Display Area** at Hall 1 Concourse will be set to highlight items from selected exhibitors during the show.
- Enjoy a **50% discount** for the **Product Demo & Launch Pad**, with professional moderator to introduce and demonstrate products.
- **Customised Business Matching** will bring together suitable exhibitors and buyers.
- The organiser will conduct **targeted buyer recruitment campaign** for Kidult World.
- The zone will be featured prominently in marketing materials including the **fair website, buyer newsletter, press releases to international media and eDMs to buyers worldwide.**

市場潛力無限

大童的玩具市場潛力無限，是玩具製造商及設計師大展拳腳的機會。這是因為大童大多擁有高消費能力，追求高質產品，精緻工藝、逼真度、罕見度、精密設計、文化傳承及升值潛力都是他們的考慮因素。因此，價格對他們來說只是其次，滿足感才高於一切，對愛好的產品及品牌更是忠實支持者。

大童熱潮可見於不同經濟地區。在成熟的市場中，顧客渴望通過懷舊的玩具和遊戲回味童年；而發展中地區則因經濟起飛而令成年人玩具銷售大增。

廣泛市場推廣

玩具展前及展覽期間的廣泛宣傳，將確保大童世界的參展商可以吸引全球買家注意。

- 展覽期間將於展覽廳1大堂設置一個**產品展示區**，集中推介參展商的精選產品。
- 參展商可於**產品推廣及發布**享有**半價優惠**，由專業主持人介紹及示範產品。
- **商貿配對服務**協助合適的參展商及買家接洽。
- 為大童世界的參展商提供**針對性的買家推廣計劃**。
- 於**展覽網站、買家通訊、發給國際媒體的新聞稿、直銷電郵**等宣傳大童世界。

Act Today 立即行動

Ensure that your products reach this exciting, fresh market!
Book your space at the new Kidult World today.

為確保你的產品能打入這個活力澎湃的市場，請立刻行動，
申請大童世界的展位！



Organiser 主辦機構：



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