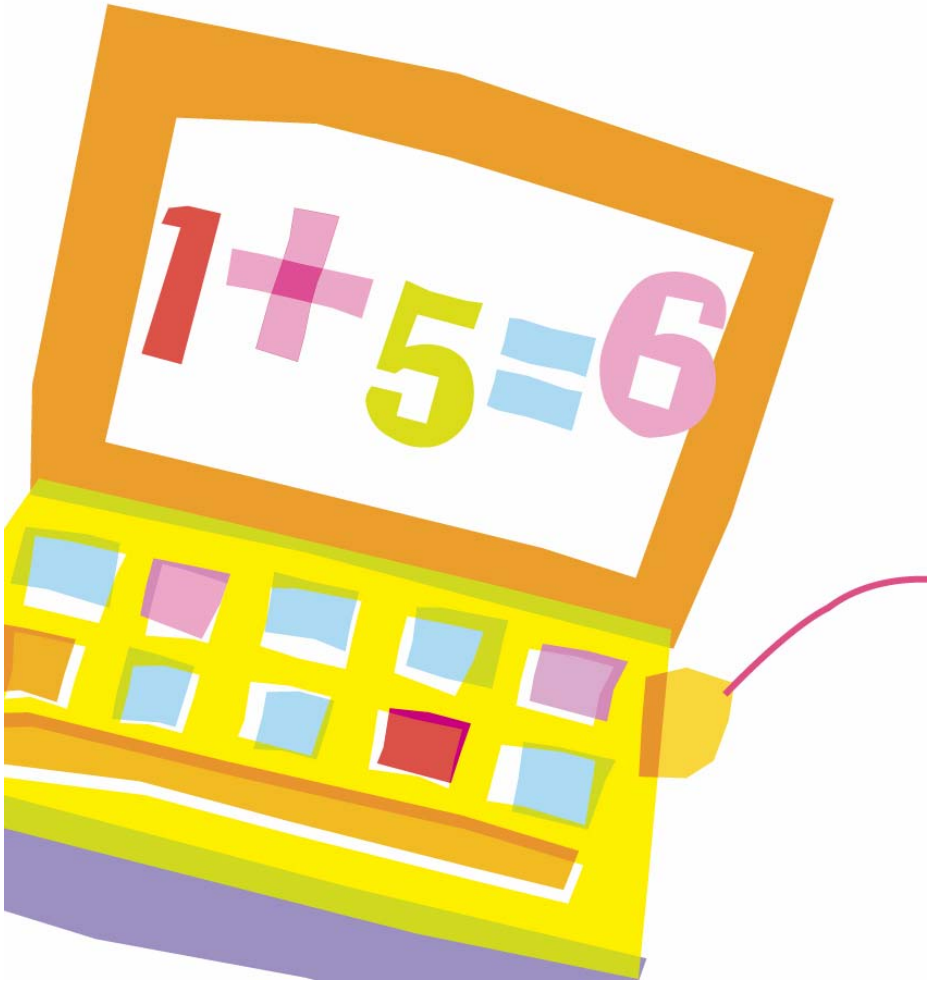
Hong Kong TOYS & GAMES 香港玩具展 Fair

Seminar on
"Latest Product Safety Directives of Toys Industry & Good Practice in Achieving Safety Standard"
「最新玩具安全指引及遵行安全守則範例」研討會

Date 日期:	9 / 1 / 2008 (Wednesday 星期三)
Time 時間:	10:00 – 12:30
Venue 地點:	Rm 201, HKCEC 香港會議展覽中心 會議室 201
Language 語言:	English and Putonghua (Simultaneous interpretation in Putonghua /English will be provided) 英語及普通話 (附設普通話/英語即時傳譯服務)

Free admission 免費入場



Keynote Speech

Mr Tsang worked in the Boston Public Schools prior to joining the Hong Kong civil service in November 1982. As a member of the Administrative Service, he served in a number of posts, including Administrative Assistant to the Financial Secretary, Assistant Director-General of Trade and Private Secretary to the Governor. He served following reunification in a number of different capacities, including Director General of the London Economic and Trade Office, Commissioner of Customs and Excise, Secretary for Planning and Lands and Permanent Secretary for Housing, Planning and Lands (Planning and Lands).

Mr Tsang was appointed Secretary for Commerce, Industry and Technology in August 2003, and with the successful conclusion of the World Trade Organization Ministerial Conference in Hong Kong that he chaired in December 2005, he was appointed Director of the Chief Executive's Office in January 2006. He was appointed Financial Secretary in July 2007.

主題演講

曾先生於一九八二年十一月加入香港政府，一九八七至九一年出任財政司政務助理，一九九一年至九五年年初出任貿易署助理署長，一九九五年至九七年六月出任總督私人秘書，一九九七年七月至九九年二月出任香港駐倫敦經濟貿易辦事處處長，一九九九年三月至二零零一年七月出任海關關長，二零零一年七月至零二年六月出任規劃地政局局長，二零零二年七月至零三年七月出任房屋及規劃地政局常任秘書長（ 規劃及地政 ），二零零三年八月至零六年一月出任工商及科技局局長。並於二零零五年十二月主持在香港舉行世界貿易組織部長會議，在會議完滿結束後，二零零六年一月出任行政長官辦公室主任。二零零七年七月一日獲委任為財政司司長。

The Hon. John C Tsang, JP*, Financial Secretary of HKSAR*
香港特別行政區財政司司長 ***曾俊華, JP***

An Analysis of Guangdong's Export Toy Quality and an Introduction to Related Policies

The Chinese government has put emphasis on product quality, especially the safety standards of toys for export. In this regard, the Chinese government promulgated a national law in 1989 to implement compulsory supervisory inspection on toys for export. Guangdong province is the largest production base of toys in China, accounting for 70% of the trade volume. Also, the presentation will focus on the update of toys export in Guangdong as well as the latest policies implemented by the Chinese government.

廣東出口玩具質量分析及相關政策介紹

中國政府歷來高度重視產品安全質量，尤其是出口玩具的安全標準。於 1989 年，中國政府立法對出口玩具實施強制性檢驗監督管理。廣東是中國最大的玩具生產和出口基地，約佔中國出口玩具貿易額的 70%，是次演講主要為參加者介紹廣東省出口玩具的現況及中國政府對出口玩具實施的最新管理措施。

Mr. Li Qing-xiang, *Deputy Director*
of Guangdong Entry-Exit Inspection and Quarantine Bureau, China
國家廣東出入境檢驗檢疫局副局長 ***黎慶翔先生***

Assuring Toy Safety: A Systematic Approach

The presentation will provide a description of the components of the new "conformity assessment" program being developed for TIA by the American National Standards Institute to assure that toys coming off production lines of any manufacturer in any nation conform with the U.S. safety standards. It will describe manufacturing process control audits, sampling and testing protocols and accreditation process for auditing and testing authorities.

確保玩具安全之系統方案

是次演講主要為參加者簡介一套由 American National Standards Institute 為美國玩具業協會設計的最新「統一評估」方案，以確保來自不同國家的玩具在離開生產線後，亦符合美國安全標準。演講更包括介紹生產過程審計及控制、樣本測試、認證過程及機構等。

***Mr. Carter Keithley**, President of Toy Industry Association, USA*
美國玩具業協會主席

Meeting the Challenge of Ethical Manufacturing

Christian Ewert is President and Chief Executive Officer of the International Council of Toy Industries CARE Foundation, since July 2004. The Foundation is the parent of the ICTI CARE Process, the industry's ethical manufacturing program. In this role, he is responsible for launching and supervising the operation of this program, worldwide, beginning in China.
Prior to accepting his current position, Mr. Ewert was Chief Operating Officer of Zapf Creation, Europe's leading brand manufacturer of play, function and collector dolls and doll accessories, based in Roedental, Germany. His responsibilities included supervision of Zapf Creation's supply chain management program, which helped to equip him for his position with ICTI.

道德製造面對的挑戰

自 2004 年 7 月起，Christian Ewert 擔任 ICTI CARE Foundation 行政總裁。國際玩具業協會商業行為守則其實是起源於 ICTI CARE Foundation。Christian Ewert 主要負責開展及監察此守則於全球的運作。在此之前，Christian Ewert 是歐洲著名洋娃娃及洋娃娃附件品牌製造商 Zapf Creation 駐德國首席營運總監。他負責 Zapf Creation 的供應鏈系統，此經驗有助他現時執行 ICTI CARE Foundation 的工作。

***Mr. Christian Ewert,** CEO & President of ICTI CARE Foundation*
ICTI CARE Foundation 行政總裁

Changing Perceptions in the Media

Harriet Mouchly-Weiss is a founder and the managing partner of Kreab/Strategy XXI, with more than 30 years experience in the communications field. Her work experience includes development of corporate planning, image building, marketing strategies and corporate social responsibility, sustainability and crisis management programs for leading multinational companies and institutions, and serving as a key advisor to heads of government, senior government ministers and CEOs of major corporations. Among these have been PepsiCo, Volkswagen, Investor AB, Wyeth, the International Council of Toy Industries (ICTI CARE Process), Deutsche Bank and ABB, as well as the governments of Jamaica, Mexico, Indonesia, Turkey, Thailand and Malaysia.

改變傳媒對玩具業之觀念

Harriet Mouchly-Weiss 是 Kreab/Strategy XXI 的始創人及合夥人，具有 30 年傳播業的經驗。她曾參與的工作包括：企業計劃發展、形象建立、市場策略、企業社會責任、為著名跨國企業及機構訂定可持續發展及危機處理方案、並為政府及大型機構的行政總裁提供顧問服務，例如：PepsiCo, Volkswagen, Investor AB, Wyeth, the International Council of Toy Industries (ICTI CARE Process), Deutsche Bank 及 ABB，牙買加、墨西哥、印尼、土耳其、泰國及馬來西亞政府。

***Ms. Harriet Mouchly-Weiss**, Managing Partner of Strategy XXI Group Ltd, New York*
紐約 Strategy XXI Group Ltd 公關顧問

Seminar Programme Rundown
研討會程序

MOST UPDATE RUNDOWN

Time 時間	Outline 大綱
09:45 – 10:00	Registration 登記
10:00 – 10:03	Welcoming Remarks 致歡迎辭 *Seminar Chairman: **The Hon. Jeffrey Lam, SBS, JP**, Chairman of Toys Advisory Committee, Hong Kong Trade Development Council* *研討會主席：香港貿易發展局玩具業諮詢委員會主席 **林健鋒先生，SBS，JP***
10:03 – 10:13	Keynote Speech 主題演講 *By **The Hon. John C Tsang, JP**, Financial Secretary of HKSAR* *講者：香港特別行政區財政司司長 **曾俊華，JP***
10:13 – 10:20	Souvenir Presentation & Group Photo 致送紀念品及拍攝團體照
10:20 – 10:50	Topic: An Analysis of Guangdong's Export Toy Quality and an Introduction to Related Policies 題目:廣東出口玩具質量分析及相關政策介紹 *By **Mr. Li Qing-xiang,** Deputy Director of Guangdong Entry-Exit Inspection and Quarantine Bureau, China* *講者：國家廣東出入境檢驗檢疫局副局長 **黎慶翔先生***
10:50 – 11:00	Topic: American Consumer Activism and Consumer Policy: Impact in the U.S. market and Abroad 題目：美國消費者行動主義和消費者政策在美國及其海外市場的影響 *By **Mr. Richard W. O'Brien**, Director of International Programs and Intergovernmental Affairs, US Consumer Product Safety Commission* *講者：美國消費者產品安全委員會，國際項目和政府間事務主任 **Mr. Richard W. O'Brien***
11:00 – 11:15	Topic: Assuring Toy Safety: A Systematic Approach 題目：確保玩具安全之系統方案 *By **Mr. Carter Keithley**, President of Toy Industry Association, USA* *講者：美國玩具業協會 (Toy Industry Association) 主席 **Mr. Carter Keithley***
11:15 – 11:30	Topic: Meeting the Challenge of Ethical Manufacturing - The ICTI CARE Process 題目:道德製造面對的挑戰 *By **Mr. Christian Ewert,** CEO & President of The ICTI CARE Foundation* *講者：ICTI CARE Foundation 行政總裁 **Mr. Christian Ewert***
11:30 – 11:50	Topic: Changing Perceptions in the Media 題目：改變傳媒對玩具業之觀念 *By **Ms. Harriet Mouchly-Weiss**, Managing Partner of Strategy XXI Group Ltd, New York* *講者：紐約 Strategy XXI Group Ltd 公關顧問 **Ms. Harriet Mouchly-Weiss***
11:50 – 12:30	Questions & Answers Section 問答環節 *Seminar Moderator: **Mr. Lawrence Chan**, Chairman of Hong Kong Toys Council and Executive Vice President of The Toys Manufacturers' Association o f Hong Kong* *研討會主持：香港玩具協會主席 及 香港玩具廠商會常務副會長 **陳永麟先生***

Organised by 主辦機構

香港貿易發展局 Hong Kong Trade Development Council | 香港工業總會 FHKI Federation of Hong Kong Industries | 香港玩具協會 Hong Kong Toys Council | 香港玩具廠商會 The Toys Manufacturers' Association of Hong Kong

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工業貿易署 Trade and Industry Department

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