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“Hong Kong Toys & Baby Products Award” encourages innovative design

January 15 2014 – The 40th Hong Kong Toys & Games Fair and the 5th Hong Kong Baby Products Fair have been held from January 6 to 9. The winners of "Hong Kong Toys and Baby Products Award" have been announced on Jan 6 2014, in recognition of their unique design, creativity and high-quality. Winning products were introduced onsite to the visiting buyers.

"Hong Kong Toys and Baby Products Award" received nearly 130 entries. The judging panel included local industry players such as representatives from Toys “R”Us (China) Ltd, Hasbro Far East Ltd, Baby-Kingdom.com Limited, Hong Kong Designers Association, Hong Kong Productivity Council, Toys Manufacturers’ Association of Hong Kong and Hong Kong Toys Council. The nine award categories, namely, Best of the Fair of "Educational Toys & Games", "Electronic and Remote Control Toys", "Kidult Toys", "Outdoor & Sporting Items", "Baby Toys & Activity", "Baby Wear and Footwear", "Feeding, Maternity and Baby Care Products", "Nursery Electrical Appliances" and "Stroller & Gears". There were also the "Hong Kong Design Award" and the "ECO Award". The winners are as follows:

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	<p>Hong Kong Design Award and Best of the Fair: Nursery Electrical Appliances Company name: HSG Product Vision Limited Product: BABY MAGICIAN Booth no: 3F-C17 Description: BbMagician is the versatile appliance which specializes in baby and children food feeding. It has 6 functions in 1, steam cooking, crushing, heating, thawing, sterilizing and vacuum packaging. It's the only one which covers all the needs for children and baby feeding. It's the only one which can make 2 servings at the same time (600gr.).</p>
	<p>ECO Award Company name: Guantai Rubber Products Co Limited Product: The Original Baby Booth no: 3F-E28 Description: BA is a feeding bottle holder designed to assist infants in building early independence and confidence. It helps babies develop their motor and cognitive skills during feeding. Its ergonomic design allows small hands to grab and hold bottles with comfort and ease. It is made of food grade silicone; is durable and easy to clean. It changes feeding from a utility function to fun; a play activity and learning process for the baby; and a more loving and intimate moment for both the baby and</p>

	<p>parents as the parents can hold their baby with two hands now. BA is compatible with all brands of bottles.</p>
	<p>Best of the Fair: Educational Toys & Games Company name: 4M Industrial Development Limited Product: Green Science/Grow-A-Maze Booth no: 1D-D33 Description: You can watch the roots develop inside the transparent soil container. Content text contains grow chamber, water pot, soil container, magnifier, 1 dropper, 2 cover cards and detailed instructions.</p>
	<p>Best of the Fair: Electronic and Remote Control Toys Company name: Roam & Wander Ltd Product: TuTu: iPhone Powered Stuffed Animal Booth no: 1D-A37 Description: TuTu is a little iPhone-powered bunny on a big adventure. TuTu is powered by an iPhone app, TuTu Dreams, and includes a set of magical toy accessories that kids can use to care for and play with TuTu. Players can unlock more games and more of TuTu's big adventure by taking good care of TuTu.</p>
	<p>Best of the Fair: Kidult Toys Company name: E-Supply International Ltd Product: 2.4Ghz 6-Axis SKY-WALKER Quad-copter Aircraft No. HM1306 Booth no: 1C-A33 Description: Innovative idea to make a 3 in 1 remote control sphere Quad-copter which can: i) fly in sky; ii) run on land; iii) climb on wall Its luminous cover allows playing in the dark.</p>
	<p>Best of the Fair: Outdoor & Sporting Items Company name: Aria Child Product: AUDI RIDE ON WITH 2.4G digital remote control Booth no: MR-S224 Description: AUDI licensed product; with very realistic look, working dashboard, steering wheel, leather seat, safety belt and openable engine cover; Working FM radio and MP3 speaker. Battery power indicator.</p>

	<p>Best of the Fair: Baby Toys & Activity Company name: Scientific PU Foam Co., Limited Product: Upsize 3D Puzzle Booth no: 3F-D12 Description: Upsize 3D Puzzle is a multi-functional Toys and Childcare product combines the features of Play Mat, 3D Puzzle and Rocking-Horse. It is designed for Kids (Age3+), which provides a great fun for family time. Parents can assist kids to assemble the pieces together into a rocking-horse by following simple steps.</p>
	<p>Best of the Fair: Feeding, Maternity and Baby Care Products Company name: Brevi Srl Product: Slex-Evo Booth no: 3G-C20 Description: Unique concept that covers the baby's needs from 0 to adult age: it features a cradle, suitable from birth, with 3 adjusting positions, swinger and removable toy arch, highchair with adjusting positions of the seat and footrest, storage compartment, wheels and stool, to be used from the preschool age until the adult age. It's the only product that guarantees economy in any phase of uses (seat and footrest follow baby's growth, guaranteeing the perfect posture of the body).</p>
	<p>Best of the Fair: Baby Wear and Footwear Company name: TA-XIANG ENTERPRISE Co., LTD Product: Double function Baby Car Seat Special use night robe Booth no: 3F-H09 Description: You can use the buttons to change when the jacket or robe. Long sleeves with foldover cuffs to prevent scratching and warm. Convenient baby sit car safety set and Baby Strollers use.</p>
	<p>Best of the Fair: Stroller & Gears Company name: Cam Il Mondo Del Bambino Spa Product: Fluido (modular system) Booth no: 3G-E02 Description: Made in Italy, Fluido is a brand new modular system composed by reversible stroller and seat. It's very light (only 5.2kg) and can be easily tilted on the chassis as a modular system.</p>

*Product information provided by exhibitors

Media Enquiry:

HKTDC Ms Mandy Wong Tel: (852) 2240 4969

Email: mandy.pm.wong@hktdc.org



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