

Immediate release:

HKTDC Hong Kong Toys & Games Fair
“Celebrating 40 years of success in global toys industry” with a
fabulous array of products
Concurrent Baby Products Fair and Stationery Fair multiply
sourcing opportunities

Hong Kong Toys & Games Fair			
 <p>APPS1010 LIMITED Booth no: 1D-A38</p>	 <p>B.B.R. Exclusive Car Models SRL Booth no: 3E-D11</p>	 <p>ROAM & WANDER LIMITED Booth no: 1D-A37</p>	 <p>WABA Fun, LLC Booth no: 1A-F25</p>
Hong Kong Baby Products Fair			
 <p>Brevi Srl Booth no: 3G-C20</p>	 <p>Bébé Nest Candide (HK) Co Ltd Booth No: 3F-G20</p>	 <p>New Image Group Booth no: 3CON-066</p>	 <p>Xplorys BV Booth No: 3G-E29</p>
Hong Kong International Stationery Fair			
 <p>Neo Reflection Booth No: 5B-E18</p>	 <p>Shanghai Novartec Material Technology Co., Ltd. Booth No: 5B-B22</p>	 <p>Ngai Lam Giftware Company Limited Booth No: 5B-A21</p>	 <p>Billion State International Trading Limited Booth No: 5B-B08</p>

For more product highlights, please go to:

HKTDC Hong Kong Toy & Games

Fair: http://hktoyfair.hktdc.com/pdf/2014/producthighlight/Interesting_Products_at_Hong_Kong_Toy_Fair_eng_without_contact_MPA.pdf

HKTDC Hong Kong Baby Products

Fair: http://hkbabyfair.hktdc.com/pdf/2014/Interesting_Product_baby_2014_eng_with



[out_contact.pdf](#)

Hong Kong International Stationery

Fair: http://hkstationeryfair.hktdc.com/pdf/2014/producthighlight/Interesting_Products_at_Stationery_Fair_eng.pdf

19 December 2013 – The first trade events of their kinds in the next merchandising cycle, HKTDC Hong Kong Toys & Games Fair, HKTDC Hong Kong Baby Products Fair and Hong Kong International Stationery Fair will showcase extensive and innovative products from over a total of 2,600 exhibitors reflecting the industries' prevailing trends.

The fairs are organised by the Hong Kong Trade Development Council, and for the Stationery Fair, it is jointly organised with Messe Frankfurt (HK) Ltd. They will run concurrently from 6-9 January 2014 at the Hong Kong Convention and Exhibition Centre.

This is a very special occasion as the Hong Kong Toys and Games Fair celebrates its 40th edition in 2014. A display gallery of toys and photographs in the Hall 3E concourse will retrace the evolution of Hong Kong toys in the past decades. It is a vivid illustration of how the Hong Kong toy industry and the fair itself have grown, and of what we can expect to see in the coming years.

The Toys & Games Fair is the largest toy show in Asia and the second largest in the world. Nearly 2,000 exhibitors from 39 countries and regions will be presenting a vast array of products. Joining the fair for the first time are exhibitors from Belarus, Philippines and Portugal. Also making its first time is the Indonesia Pavilion. Other established pavilions include the Chinese mainland, Korea, Spain, Taiwan and Thailand, as well as the World of Toys Pavilion.

Upsurge of smart toys and kidult toys prevails

The "Smart-Tech Toys" zone, a new zone to the fair, will illustrate the huge growth in "smart" technologies applied to toys and especially to games. Product highlights include a smart-tech toy **TuTu** (rabbit in Chinese) (ROAM & WANDER LIMITED, Hong Kong). 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, a cute iPhone-powered bunny that kids can feed, play and take care of using the app. Players can unlock more games and more of TuTu's big adventure by taking good care of TuTu.

APPS1010 (APPS1010 LIMITED, Hong Kong) integrates augmented reality (AR) and 3D technology into traditional toys and forms a new collection.

“Kidult World” returns with products for the young and the old, including hobby goods, magic items as well as vehicles, mechanical toys and action figures. The zone will also feature an Airsoft Gun Experience Area and a Vehicle Model display. A new exhibitor from Italy, B.B.R. Exclusive Car Models SRL, will present the new 1:12 **LaFerrari model**, which is one of the first cars which incorporating the HY- KERS system, that facilitates resuming energy during braking and cornering.

On the other hand, the IP Factory Services Limited from Hong Kong will showcase **the 18 Inch Tomb Raider Lara Croft Statue**. The statue is limited to 1,000 pieces worldwide.

The ever-popular “Brand Name Gallery” is again a highlight, bringing along with it an array of premium quality offerings, such as the **Weplay Rocking Bowl** (Weplay Kiddie's Paradise Inc, Taiwan). The bottom of the rocking bowl is designed with the smooth curve to prevent children from getting hurt when they sit in it and rock it from side to side. It enhances the development of vestibular balance and can improve motor co-ordination.

InnoTab® 3S (VTech Electronics Limited (HK), Hong Kong) is a new Wi-Fi learning tablet, which is installed educational games to teach reading, maths, social studies, science and much more. It can also be connected to other InnoTab® 3S tablets and smart phones to share messages.

Newly-added Therapy Toys Display

Another new feature of the fair is the “Therapy Toys Display”. Highlight products include **Tangle Therapy**, presented by USA’s TANGLE INC. The product has 20 interconnected twistable pieces, taking an entirely new ergonomic approach to stress and pain relief.

Also from the USA, **Kinetic Sand** by WABA Fun, LLC is an easy-to-shape sand. Sand play stimulates and develops children's fine motor and creative playing skills. It leaves no sand or residue on users’ hands and is suitable for kids with allergies as it is wheat, gluten and casein free and non-toxic.

Baby Food and Healthcare Products zone debuts

The Hong Kong Baby Products Fair will enter its the 5th edition this year. The new

“Baby Food and Healthcare Products” zone is a response to the growing trend among parents who are increasingly concerning about the health and nutritional needs of their babies.

Highlight products include **Baby Steps New Zealand Goat Infant Formula Range** presented by New Image Group from New Zealand. The goat milk is made, researched and developed in New Zealand, suitable for infant and toddler nutritional range. Goat Milk is readily processed by the body due to the naturally smaller fat particles.

With the baby product industry expanding rapidly, the surge in demand for good quality baby items continues. More and more manufacturers are trying to lengthen the life span of their products.

Slex-Evo (Brevi Srl, Italy) will showcase a cradle suitable for new-borns which can be changed into a highchair suitable from the preschool age even up to adult age.

Bed bumper (Candide (HK) Co. Ltd, Hong Kong) is a baby nest which is specially designed for babies to feel safe inside it. Two sizes are possible by simply folding over the edges. Such flexibility also lengthens the product’s lifespan.

The patented **Dooky BuggyBar** (Xplorys BV, Netherlands) creates a bridge between the two handles, so that parents can easily steer the buggy from the middle by using only one hand.

Added-value stationery for office and school

Hong Kong International Stationery Fair will feature five theme zones including Kids & School, Pen & Paper, Gift Stationery, Smart Office and a brand-new zone this year called DIY Supplies. To meet the varied needs from different users ranging from school to office, the paper, stationery and office supplies industry continues to develop more convenient, innovative and hi-tech products to reach out to new target buyers and consumers.

Wireless 3D Finger Mouse (Neo Reflection, Korea) is a battery-free, 3-in-1 product with multiple functions including wireless finger mouse, presentation pointer and laptop mouse. It allows the users to mark up and turn slides during the Microsoft PowerPoint presentation.

Shanghai Novartec Material Technology Co Ltd from the Chinese mainland is going



to present its **Instant Whiteboard** which can cling on any flat surface without glue and can be reused by using whiteboard marker.

Calligraphic Set (Ngai Lam Giftware Company Limited, Hong Kong), is a luxury gift set which consists of dip pen, ink, classical seal, sealing wax and other calligraphic items. Keeping the traditional art of writing in this modern century, this range of calligraphic set is hugely popular in Europe and the USA.

Billion State International Trading Limited from Hong Kong will showcase **Dr. Kong Spine Pressure-Free School Bag**. It is designed to protect the users' spines by reducing the impact of the school bag on the spine during movement. The bag's shoulder pressure-relieving system shifts part of shoulder's pressure to the pelvis, while its internal C.G. Plate pushes books towards the user's back to reduce the level of kyphosis.

Targeting the buyers with diverse interests, the Small-order Zone will be set up again to facilitate buyers to find a fine selection of products with minimum order quantities from 20 to 1,000 pieces, only available in this zone.

Once again, the Hong Kong Toys Industry Conference will be held in conjunction with the fair, shining a light on industry issues. Another prestigious happening is the Hong Kong Toys and Baby Products Award. Award-winning products in the nine categories, as well as the Eco-Award and the Hong Kong Design Award, will be on display at the Hall 3E South Concourse during the fair period.

These three concurrent fairs will definitely create prime sourcing opportunities for buyers to further broaden their business scope and network.

For fair details, please visit:

HKTDC Hong Kong Toy & Games Fair: www.hktdc.com/fair/hktoyfair-en

HKTDC Hong Kong Baby Products Fair: www.hktdc.com/fair/hkbabyfair-en

Hong Kong International Stationery Fair: www.hktdc.com/fair/hkstationeryfair-en

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About the HKTDC

A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 global offices, including 12 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia. The HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and on the mainland, while providing information via trade publications, research reports and online. For more information, please visit: www.hktdc.com.

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Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 467.5 million euros in sales and 1,725 active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and approx. 50 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2011, Messe Frankfurt organised 100 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com