

“The New Epoch of Virtual Toys”
「模擬玩具新世代」

Programme

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Date 日期: 10 January 2017 (Tuesday 星期二)
 Time 時間: 11:30am – 12:30pm
 Venue 地點: Product Launch Area, Hall 1B, Hong Kong Convention & Exhibition Centre
 香港會議展覽中心展覽廳 1B 產品推廣及發布區
 Language 語言: English
 Remarks 備註: Free admission 免費入場

Time 時間	Programme 流程
11:15am – 11:30am	Registration 登記
11:30am – 11:40am	Introduction and Overview on the Virtual Toys Industry Development in 2016 <i>Mr Richard Gottlieb, CEO, Global Toy Experts</i>
11:40am – 12:15pm	Panel Discussion Market Potential & Development for Virtual Toys <i>Moderator:</i> <i>Mr Richard Gottlieb, CEO, Global Toy Experts</i> <i>Panelists:</i> <i>Mr Ned Ward, Head of Sales and Marketing, VR Entertainment Ltd.</i> <i>Mr Christopher Byrne, EVP Content Director, TTPM</i>
12:15pm – 12:30pm	Q & A Session

Remarks 備註：

- ♦ Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
- ♦ Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- ♦ The Organisers reserve the right to make any changes without prior notice. 主辦單位保留任何更改之權力而不做另行通告。

Organiser:

Panel Moderator 講者及專題討論主持：

Mr Richard Gottlieb, CEO, Global Toy Experts



Richard Gottlieb is an internationally known consultant, speaker and commentator on the business of play. Richard is the CEO of “Global Toy Experts,” a global consultancy and resource for knowledge and guidance for competing in the 21st century business of play. Richard, who holds an MBA in Global Management, is also the Publisher of Global Toy News, the industry resource for analysis of the business of play. Richard is frequently interviewed by media worldwide, and has been called on by BBC, ABC News, CNN, MSNBC, The New York Times, and other media outlets. Richard is author of the book, “Ambassador to the Kingdom of Wal-Mart.”

About Global Toy Experts:

Global Toy Experts provides cutting-edge analysis, strategies and tactics to toy companies looking to raise their profile in the United States & the world. In addition, Global Toy Experts is an Licensing Agent for toy inventors and work with companies that wish to sell or purchase companies. The consultancy also provides unique observations and commentary at speaking engagements and conferences globally, furnishing the toy industry with exceptional blueprints for success. Additionally, Global Toy Experts publishes Global Toy News, a Web-based magazine that covers toy industry news and provides resource links.

Panelist 專題討論成員：

Mr Christopher Byrne, EVP Content Director, TTPM



Chris is a 30-plus-year veteran of the toy industry. Currently, he is a partner in aNb Media, LLC and content director for TTPM (Toys, Tots, Pets & More). During his career, he has held a variety of positions with toy companies covering marketing, media, operations, product development and creative. In 1988, he formed New York-based Byrne Communications and is a researcher, analyst and consultant who has worked with a variety of Fortune 100 companies tracking kid trends, product development and strategic marketing campaigns. He is regularly sourced by the investment community for insights into all aspects of the toy and children's products industries. He speaks at trade shows and for corporate events on the effective integration of play into creative management.

Mr Ned Ward, Head of Sales and Marketing, VR Entertainment Ltd.



Ned currently leads all sales and marketing efforts at VR Entertainment, as well as leading licensing strategy and the product roadmap. He joined VR Entertainment in July 2016. Previously, Ned was VP Marketing at Wonder Workshop, which included managing North American Sales accounts and international distributors as well as brand creative. He joined Wonder Workshop in March 2015. Ned has over 20 years of toy and brand marketing experience, with over 17 years at Mattel, where he led numerous Mattel brands as well as key licensed brands, such as Hot Wheels, Disney/Pixar Cars, Masters of the Universe, etc.

About VR Entertainment Ltd.

VR Entertainment Ltd. was founded in 2015 when we saw the opportunity for affordable mobile virtual reality gaming with the control that was sorely lacking. Based in Los Angeles, CA, VR Entertainment Ltd's mission is to make these VR technologies affordable, accessible and fun for kids of all ages on the mobile platform with a combination of custom apps, headsets and controllers. Their first product, VR Real Feel™ Racing is available now. For more information, visit www.vr-entertain.com.