HKTDC
香港貿發局

Asia's flagship toy's fair
亞洲權威玩具展
連繫多重機遇

HKTDC
Hong Kong Toys & Games Fair
香港玩具展

ufi Approved International Event

8-11/1/2018
Hong Kong Convention and Exhibition Centre
香港會議展覽中心

Explore and Connect 推廣香港 創造商機

Start the Year on a High
開展全年業務的理想時機

HKTDC Hong Kong Toys & Games Fair 2018 brings the opportunity to exhibit at the very first trade event for the year. As Asia's largest marketplace for toys and games, the fair attracted over 46,000 buyers from 126 countries and regions and more than 2,100 exhibitors in 2017.

香港貿發局香港玩具展2018是全年首個業內展覽，為業界提供一個參展良機。這是亞洲區最大的玩具商貿平台。2017年，展會吸引了來自126個國家及地區逾46,000名買家以及超過2,100家參展商參與盛會！

Enormous Potential in Asia-Pacific
亞太區市場發展潛力巨大

The fair is the gateway to the vibrant Asia-Pacific market, where middle class burgeons have a growing disposable income. More than half of the world's 0-14 year olds live in the region, giving the market long-term prospects for sales growth. According to Euromonitor, global sales of traditional toys & games are expected to grow by 2.8% (CAGR) over 2015 - 2020 and the Asia-Pacific share of such sales, globally, will rise from 25% in 2015 to 27% in 2020.

香港玩具展是通往亞太區市場的橋樑。亞太區市場充滿活力，隨著區內中產家庭激增，其可支配收入亦不斷上升。全球0至14歲的人口有超過一半現居於亞太區，預計將成為長期銷售增長前景最理想的市場。根據歐睿國際發表的報告，全球傳統玩具及遊戲銷售總額預計於2015至2020年期間達至2.8%的複合年均增長率，而亞太區佔全球傳統玩具及遊戲銷售總額的份額將由2015年的25%增加至2020年的27%。

Featured Zones
焦點展區

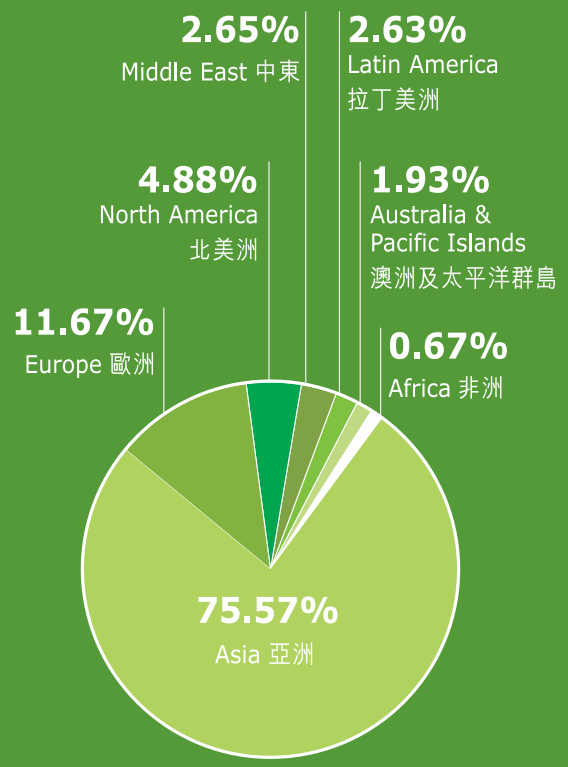
- **Brand Name Gallery** is a well-appointed environment for premium brands;
- **Smart-Tech Toys** showcases innovative toys with smart features such as apps-controlled function, artificial intelligence, augmented reality and virtual reality;
- **Kidult World** is the space for age-defying hobby goods, models & figurines, magic items, action & war game products.
- 「**品牌廊**」佈置高雅不凡，呈獻優質品牌產品；
- 「**智能玩具**」展示結合智能元素的創新玩具，如應用程式操控功能、人工智能、虛擬實境及擴增實境等技術；
- 「**大童世界**」網羅成年人的玩意，包括嗜好玩具、魔術用具、動作及野戰遊戲、模型及人偶。

Valuable Exposure to Media and Buyers
增加向傳媒及買家的曝光機會

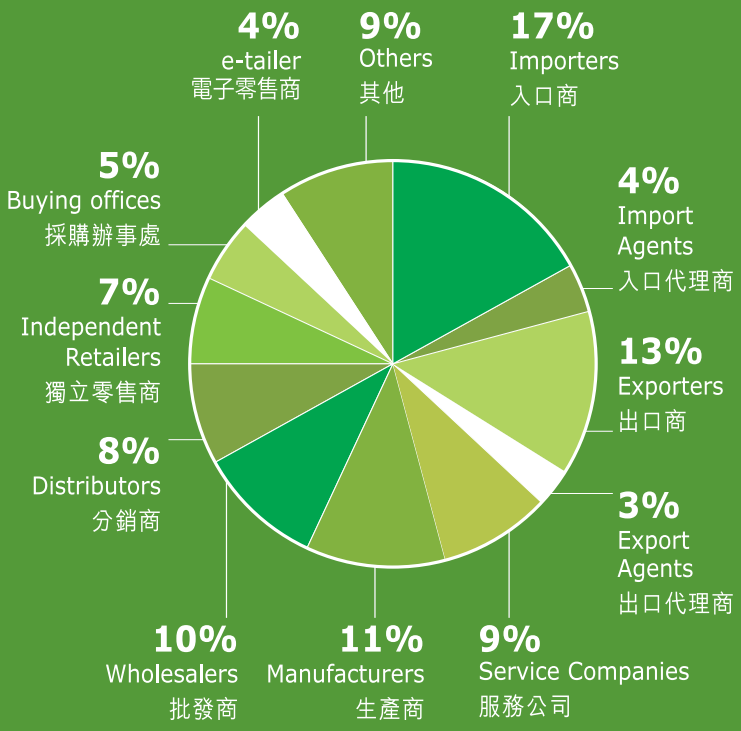
- Media Events: pre-fair press conference & media breakfast meeting
- Product Demo and Launch Pad
- Networking Events & Seminars
- Concurrent Events: HKTDC Hong Kong Baby Products Fair, HKTDC Hong Kong International Licensing Show and Hong Kong International Stationery Fair

- 傳媒活動：展前記者會及傳媒早餐會
- 產品推廣及發布會
- 交流活動及研討會
- 同期展覽：香港貿發局香港嬰兒用品展、香港貿發局香港國際授權展和香港國際文具展

2017 Buyers Breakdown by Regions (Outside Hong Kong) 香港以外地區買家所屬地區之分布



2017 Buyers Breakdown by Business Nature 買家類別按業務性質之分布



Exhibitors' Quotes 參展商評語

"We have exhibited at the Hong Kong Toys & Games Fair for the first time to promote both our 1/6 and 1/9 collectible figurines because it is a huge show where we can meet with different buyers and expand our sales and distribution channels."

Alan Lai, Senior Business Development Executive, Enterbay International Ltd., Hong Kong

"This is our first year at the Hong Kong Toys & Games Fair to promote our brand and let international buyers know that Kawada is the original manufacturer of nanoblock because there are so many similar products in the market. We have made a lot of new contacts from our target markets including buyers from the Chinese mainland, Europe, Korea, Israel and Taiwan."

Michiru Kamata, Export Department Sales, Kawada Company Limited, Japan

「我們首次參加香港玩具展，推廣我們的1/6和1/9收藏人偶，因為這是一項大型展覽，我們可以與不同的買家見面，擴大我們的分銷渠道。」

香港Enterbay International Ltd.高級業務發展主任Alan Lai

「我們首次參加香港玩具展推廣自家品牌。市場上出現很多類似的產品，這次參展可以讓國際買家知道Kawada是納米積木的始祖。我們已經與來自目標市場的買家建立了許多新的聯繫，包括來自中國內地、歐洲、韓國、以色列及台灣的買家。」

日本Kawada Company Limited出口部營業主任 Michiru Kamata

Exhibit Profile	展品類別
Educational Toys & Games	益智玩具及遊戲
Electronic & Remote Control Toys	電子及遙控玩具
Festive & Party Items	節日及派對用品
Fireworks	煙花
Kidult World: Action & War Games, Hobby Goods, Magic Items, Models & Figurines	大童世界：動作及野戰遊戲、嗜好玩具、魔術用具、模型及人偶
Multiple Toys Products	綜合玩具產品
Paper Products & Toy Packaging	紙品及玩具包裝
Pet Toys	寵物玩具
Smart-Tech Toys	智能玩具
Soft Toys & Dolls	軟身玩具及洋娃娃
Testing, Inspection and Certification	檢測及認證服務
Trade Services	商貿服務
Vehicle Toys	汽車玩具
World of Outdoor and Sporting Goods	戶外及運動用品世界

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Reserve Your Booth Today 請即報名參展

Participation Fee 參展費用

BrandName 品牌廊 Gallery

9 sq.m. Deluxe Booth
9平方米豪華展台
US$美元6,590

15 sq.m. Deluxe Booth
15平方米豪華展台
US$美元10,410

Custom-built Participation
特裝參展
US$美元536 (per sq.m. 每平方米)
(Minimum 36 sq.m. 最少租用36平方米)

Other Product Zones 其他產品區

9 sq.m. Standard Booth
9平方米標準展台
US$美元4,800

15 sq.m. Standard Booth
15平方米標準展台
US$美元8,005

Custom-built Participation
特裝參展
US$美元476 (per sq.m. 每平方米) (Minimum 27 sq.m. 最少租用27平方米)

9 sq.m. Premium Booth
9平方米特級展台
US$美元5,645 起

15 sq.m. Premium Booth
15平方米特級展台
from US$美元9,165 起

Please fax the reply form to 表格請傳真至**(852) 2824 0026** or you may mail to HKTDC 或郵寄至「香港貿易發展局」
Please send us more information on exhibiting at the **HKTDC Hong Kong Toys & Games Fair 2018**
請惠寄有關參加**香港貿發局香港玩具展2018**的資料

Company Name 公司名稱 :

Contact Person 聯絡人 (Mr先生 / Ms女士) : | Title 職銜 :

Office Address 公司地址 :

Country/Region 國家/地區 : | Postal Code 郵編 :

Office Tel 公司電話 : ( ) | Office Fax 公司傳真 : ( )

Office Email 公司電郵 : | Company Website 公司網址 :

Product Categories 產品類別 :

Please attach your business card for easy reference. 請附上閣下名片以供參考。

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- Receive fair-related information and reminders in timely fashion

Apply for a booth online at www.hktdc.com/hktoyfair now!

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大會現已推出「**參展一站通**」網上服務，協助業者辦理參展事宜，便捷有效。
- 上網遞交參展表格，本局即時發出申請收悉通知
- 隨時隨地上網檢視申請進度及更新資料
- 第一時間獲得最新展覽資訊及備忘

立即行動，登入展會網站 www.hktdc.com/hktoyfair/tc 申請參展。

Organiser 主辦機構 :

HKTDC 香港貿發局

Official Carrier 大會指定航空公司
CATHAY PACIFIC

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