Hong Kong Toys Industry Conference 香港玩具業會議 2018
Evolving with the industry: Hot Trends in Toys Industry
行業蛻變：玩具業的矚目趨勢

Programme

Date 日期: 09 / 01 / 2018 (Tuesday 星期二)
Time 時間: 2:30pm – 4:45pm
Venue 地點: Room N101B, HKCEC 香港會議展覽中心 會議室 N101B
Language 語言: English (Simultaneous interpretation in Putonghua will be provided)
英語 (附設普通話即時傳譯服務)
Remarks 備註: Free admission 免費入場

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<th>Time 時間</th>
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<td>1:45pm – 2:15pm</td>
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| 2:30pm – 2:40pm | Welcome Remarks 致歡迎辭  
Conference Chairman 研討會主席:  
Mr Lawrence Chan, Chairman, HKTDC Toys Advisory Committee  
香港貿易發展局玩具業諮詢委員會主席 陳永麟先生  
Souvenir Presentation & Group Photo with speakers 致送紀念品及拍攝團體照 |
| 2:40pm – 3:05pm | The Future of Play  
Mr Richard Gottlieb, CEO, Global Toy Experts / Publisher Global Toy News  
Question & Answer Section 問答環節 |
| 3:05pm – 3:30pm | The Global E-Commerce Development  
Mr Chris Yang, Senior Business development Manager, Amazon Global Selling  
Question & Answer Section 問答環節 |
| 3:30pm – 3:55pm | China Retail History and Coming Trend; from Hamleys Retail Strategy to Smart Tips for Toys Brand Company / Manufacturer  
Mr Calvin Yum, CEO, Hamleys China  
Question & Answer Section 問答環節 |
| 3:55pm – 4:20pm | How to use Big Data to build Strategy  
Ms Eliza Wong, Co-Founder and Co-CEO of MaLogic Holdings Limited  
Question & Answer Section 問答環節 |
| 4:20pm – 4:45pm | Value of Licensing to Toy Manufacturers  
Ms Marilu Corpus, Chief Executive Officer, Click! Licensing Asia, Inc.  
Question & Answer Section 問答環節 |

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作另行通告。

Organisers:

香港貿易發展局 FHKG Federation of Hong Kong Industries  
香港玩具業協會 Hong Kong Toys Council  
The Toys Manufacturers Association of Hong Kong Limited
### Mr Richard Gottlieb, CEO, Global Toy Experts / Publisher Global Toy News

Richard Gottlieb is an internationally known consultant, speaker and commentator on the business of play. He is highly valued for his ability to visualize how to survive and thrive in the 21st century play economy. Richard is the CEO of "Global Toy Experts," a global consultancy. Richard, who holds an MBA in Global Management, is also the Publisher of Global Toy News, the industry resource for toy news, toy trends and 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, Newsweek and other media outlets. Richard is author of the book, “Ambassador to the Kingdom of Wal-Mart.” Richard has spoken to industry conferences in the United States, Brazil, Hong Kong, Spain, Germany, Croatia, Russia and Denmark. Richard is a voting member of the U.S. National Toy Hall of Fame committee.

**Abstract of the Presentation:**
*What is the business of play going to look like in five years? How will coming changes in the economy, culture, society, technology, transportation and demographics impact how we play and how we engage in the business of play? I will describe the coming changes and discuss the practical impact on those of us who engage in the business of play.*

*Whether it is China rise to becoming the #1 domestic toy market in the world; the impact that self-driving cars will have on how families play; or the decline in bricks and mortar retailing; I will predict the impact that these changes will have on the kinds of toys we make and how we get them to market.*

*As Thomas Jefferson said: “I like the dreams of the future better than the history of the past”. Let’s dream together.*

### Mr Chris Yang, Business Development Manager, Amazon

More than 7 years Internet business experience, Chris is in charge of south China seller recruitment in Amazon Global selling team, helping Chinese best products and brands going out all over the world.

**Abstract of the Presentation:**
*In the presentation, Chris is going to share the trend of cross-border business in China/HK, discovering business opportunity for HK enterprises in this growing trend. Introducing Global E-commerce opps in different marketplace like North America, EU5(UK, DE, ES, IT, FR) and Japan. His speech will talk about the following question: How Sellers are doing across Amazon global websites? What costumers are we facing? What’s the trend of product development on the perspective of terminal market? Also Chris will share some experience and tactics in making the Global e-commerce business successful.*
Mr Calvin Yum, CEO, Hamleys China

Calvin is the forerunner and has contributed to the toys business for over 20 years. Since Mid-90's, Calvin was one of the key players who devoted to the LEGO business from scratch to the recent years’ explosive growth. As a toys specialist, Calvin is a well rounded expert from sales, marketing, instore merchandising, buying, operations, E-commerce, finance to retailing (as both the tenant and landlord) arena. He has many track records in greater China, eg held trade marketing events and activities (LEGO Truck Show and Peace & Piece Event), broke through the stagnant toys channel format through new instore / branding format (LEGO SIS in Dept store); crossed over toys retailing with education (LEGO Brand Shop side by side with LEGO Education Center); to recently open the world’s biggest kids center (Hamleys at BJ WFJ).

Abstract of the Presentation:
Calvin would like to share:
--His 20+ years of retail journey in china, he has been witnessing the retail business, including Dept Store, Hyper Market to Mall & outlet, from primitive stage to booming stage to the current declining stage….. Then let’s pack and go…. ?!
--The strategic Hamleys direction & development of kids / toys retailing.
--The future of toys market
--A few tips and insight for toys company / factory

Ms Eliza Wong, Co-Founder and Co-CEO of MaLogic Holdings Limited

Trained as a CIMA, Eliza is gifted in managing numbers. She is currently the Co-CEO of MaLogic which is a hybrid consulting firm that offers innovative business solutions by integrating research insights, branding strategy, and big data analytics.

Eliza is an industry leader in the market research field and was formerly the CEO of Synovate (Greater China) and GfK (Hong Kong and Taiwan).

Eliza has led the development of new marketing platform that deploys big data to generate business insights and solutions for leading brands like Mead Johnson, Abbott. Also, MaLogic has two JVs that running big data for mums and babies data, as well as convenience store retail sales data.

Under the leadership of Eliza, MaLogic has been providing strategic support to corporations with the relevant insight derived from different big data sources. During the presentation, Eliza will cite some case studies of how to use this data to help business to better plan their decision.

About the Presentation
How to use Big Data to build Strategy
Big Data could be used to find out the “facts” and help to set your corporate strategy systematically.
(1) Who are the potential buyers?
Though Big Data, we understand customers profile through both online and offline shopping pattern. How can we make use of this information to increase our sales?
(2) Which countries/ cities should we target?
A Case study would be used to share how we pick a retail location based on Big Data, and how that can shape the expansion strategy.

(3) What is the right media mix?
Sharing on how Big Data can support business to gather Information about different media exposure, including KOL and whether we are over or underexposed in different channels.

(4) Should we invest in IP?
Investment in IP needs a lot of fact findings, Big Data can generate historical data on preference, and use modeling to forecast the potential revenue for a new IP. A combination of market research and Big Data model will be shared.

Ms Marilu M. Corpus, Chief Executive Officer, Click! Licensing Asia, Inc.

Ms Marilu Corpus founded Click! Licensing Asia, Inc. in 1998 where she remains its President and Chief Executive Officer. Click has grown since then to be one of the leading brand management companies representing international brands in 8 Asian countries.
Her 32 years of experience in international licensing and marketing included working for United Media as International Licensing Director (New York), Metro-Goldwyn-Mayer as VP International (Los Angeles), Shangri-la Group as Marketing Head (Kuok Malaysia), and ABS-CBN TV network as VP for Licensing (Manila), among others.
She is the first Asian to sit on the Board of Directors in the Licensing Industry and Merchandiser’s Association (LIMA) where she served for two (2) terms, for years 2007 and 2013. Recently, the international magazine License! Global, in its December 2017 / January 2018 issue, recognized her as one of the 19 most influential women in the brand licensing industry.