

**Hong Kong Toys Industry Conference 香港玩具業會議 2019**  
**Forging the Bright Future for the Global Toy Industry**  
**環球玩具業市場新展望**

**Programme**

Date 日期: 08 / 01 / 2019 (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 & German (Simultaneous interpretation in Putonghua will be provided)  
英語及德文(附設普通話即時傳譯服務)  
Remarks 備註: Free admission 免費入場

Time 時間	Outline 大綱
1:45pm – 2:15pm	Registration 登記
2:30pm – 2:40pm	<b>Welcome Remarks 致歡迎辭</b> 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  <b>Souvenir Presentation &amp; Group Photo with speakers 致送紀念品及拍攝團體照</b>
2:40pm – 3:05pm	<b>The Global Toy Industry; One Big Ecosystem</b> <b>環球玩具業的生態運作與聯繫</b> Mr Richard Gottlieb, Principal and Founder, Global Toy Experts Global Toy Experts 環球顧問公司創辦人及主席 Richard Gottlieb 先生  Question & Answer Section 問答環節
3:05pm – 3:30pm	<b>Opportunities &amp; Threats in the Latest Sino-US Trade Relations</b> <b>行業危與機: 最新中美貿易關係透視</b> Mr Louis WK Chan, Assistant Principal Economist (Global Research), HK Trade Development Council 香港貿易發展局環球市場助理首席經濟師 陳永健先生  Question & Answer Section 問答環節
3:30pm – 3:55pm	<b>Global Trends &amp; Challenges under the Belt &amp; Road Initiative</b> <b>一帶一路政策引領的環球發展趨勢與挑戰</b> Mr Dominic Tam, CEO, Combine Will International Holdings Limited 聯志國際控股有限公司行政總裁 譚祖德先生  Question & Answer Section 問答環節
3:55pm – 4:20pm	<b>Beyond 2020: Where is the Toys &amp; Games industry heading to?</b> <b>2020 年玩具行業趨勢前瞻</b> Mr Jonathon York, Senior Analyst, Euromonitor International 歐睿國際信息諮詢公司高級分析師 Jonathon York 先生  Question & Answer Section 問答環節
4:20pm – 4:45pm	<b>Play, Explore, Discover Learning in the Context of 'Lernwerkstatt'</b> <b>兒童遊戲與探索式學習; 以德國幼兒園為例</b> Prof Dr Hartmut Wedekind, Prof Dr of Early Childhood Education at the ASH Berlin / Scientific Director of the Learning and research Center for Children HELLEUM 愛麗絲·所羅門大學兒童早期教育專家/柏林 Helleum 兒童研究中心董事會成員/兒童早期教育學教授、博士 Prof Dr Hartmut Wedekind  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:



## **Mr Richard Gottlieb, CEO, Global Toy Experts / Publisher Global Toy News**

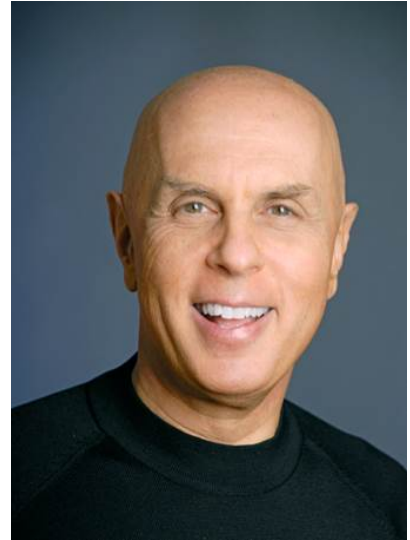
The toy industry is a global network that spans the continents but with its hub in China. It is a delicate ecosystem, which connects creators, suppliers, retailers and consumers and in so doing creates ever-changing products at great prices. It is a system based upon free trade among countries. Like any system, the global toy industry needs to be carefully maintained by all of us.

Richard's presentation will help the audience to visualize the global ecosystem, not just in terms of companies and organizations, but also in terms of the powerful relationships between people all over the world. He will provide recommendations on how we, as an industry, can not only maintain but also grow it into something far more solid and substantial.

### About the Speaker

Richard Gottlieb is the highly regarded toy Founder and CEO of Global Toy Experts, the globally recognized consultant to toy industry leaders. In addition, he is the Publisher of Global Toy, the toy industry's independent voice.

Richard is frequently interviewed by media worldwide, and has been called on by ABC News, CNN, MSNBC, the New York Times, Newsweek and other media outlets. Considered an expert on the toy industry, Richard is frequently asked to speak at toy industry conferences and serve on various executive panels.



## **Mr Louis WK Chan, Assistant Principal Economist (Global Research), HK Trade Development Council**

### About the Speaker

As the head of the Global Research Team, Louis provides leadership and direction for researches on market developments in the Americas and Europe. To provide a macro view for SMEs to formulate export strategies, Louis and his team monitor and evaluate the performance, changing trends and competitiveness of Hong Kong's trading, manufacturing and service sector, at the industry-specific levels.

To facilitate SMEs' sales efforts, they also keep a close eye on the emerging business opportunities, consumption and sourcing trends, as well as regulatory changes in the Americas, Europe and Central Asia.





## Mr Dominic Tam, CEO, Combine Will International Holdings Limited

聯志國際控股有限公司行政總裁 譚祖德先生

### About the presentation

Because of the rising production costs and difficulty to get workers in China, toy industry is facing severe challenges in recent years. Dominic started to study other alternative countries and decided to go to Indonesia in 2016. His factory in Sragen, Indonesia has started production in 2017 and has 1,500 people now.

Dominic will walk us through his journey and share with us some useful information:

- major challenges
- minimum wages
- cost of land, construction, electricity/water etc
- religious culture
- labour supply
- government and custom supports

### About the Speaker

Dominic always prides himself as an ex-Mattel engineer where he learned the most about toy manufacturing. He set up Combine Will in 1992 and has been blessed to meet the many challenges over the years. Combine Will has now 6 factories in China and one in Indonesia, with a total workforce of 11,500 people.

He has been participating actively in The Toys Manufacturers' Association of Hong Kong and promoting HK toy industry and its continuous development in his services:

- President of The Toys Manufacturers' Association of Hong Kong (2016-2018)
- President of The Professional Validation Council of Hong Kong Industries (2018-2020)
- HKTDC Toys Advisory Committee Member (2018)
- HKTDC Toys and Baby Products Awards Judging Panel (2018)



## Mr Jonathan York, Senior Analyst, Euromonitor International

### About the Presentation

#### Abstract on the Toys & Games Presentation

Toys & Games industry is currently in the midst of an epic evolution. With the introduction of new technology coupled with the ever-changing nature of consumer groups, new trends are emerging globally. How will a smaller household size affect toys and games in the future? How will traditional toys and games compete with video game disruption that exploded into the industry? In his presentation, Jonathan York will answer these questions during the “Global Toys and Games Trends in the Future” session.

### About the Speaker

Jonathan York is a Senior Analyst specializing in syndicated and consulting research projects at Euromonitor International, Hong Kong.

Jonathan has been involved in a diverse portfolio of projects which include the home and tech, travel, automotive, apparel retailing, finance and IPO industries.

Prior to joining the company, Jonathan worked as a consulting analyst with an international consulting firm collaborating with a wide range of industries such as banks, insurance companies, pharmaceutical firms and retail businesses.

Jonathan holds a Bachelor Degree in Business Administration from University of Kent and is fluent in English, Cantonese, and Mandarin.



## Prof Dr of Early Childhood Education at the ASH Berlin / Scientific Director of the Learning and research Center for Children HELLEUM

(Coming Up)

