

Hong Kong Toys Industry Conference 香港玩具業會議 2020

Get Power Up – Opportunities in Toys Industry

提升競爭力 - 開拓玩具新機遇

Programme

Date 日期:	07 / 01 / 2020 (Tuesday 星期二)
Time 時間:	2:30pm – 4:20pm
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)
Free Registration 免費登記:	Please click here for pre-registration 按此 預先登記

Time 時間	Outline 大綱
1:45pm – 2:15pm	Registration 登記
2:30pm – 2:40pm	<p>Welcome Remarks 致歡迎辭 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</p> <p>Souvenir Presentation & Group Photo with speakers 致送紀念品及拍攝團體照</p>
2:40pm – 3pm	<p>Key Trends Guiding Toy Market 環球玩具業的前瞻 Mr Poon Cheuk Hong, Economist, Hong Kong Trade Development Council 香港貿易發展局 經濟師 潘焯匡先生</p> <p>Question & Answer Section 問答環節</p>
3pm – 3:20pm	<p>Latest Retail Trends - Strategies and Tips for Toys Brand Companies 玩具品牌最新零售策略 Mr Manu Sharma, Group Vice President, Business, Reliance Brands Limited Reliance Brands Limited 集團業務副總裁 Manu Sharma 先生</p> <p>Question & Answer Section 問答環節</p>  
3:20pm – 3:40pm	<p>Where is the Next Stop for Toys Manufacturing? 玩具業生產轉移的機遇 Mr James Wang, President, Dream International USA 德林國際美國 總裁 王傳泳先生</p> <p>Question & Answer Section 問答環節</p> 
3:40pm – 4pm	<p>The Toy Industry in Europe – What does the Future Hold in a Changing EU and Effects on How We Reach Consumers 歐洲玩具產品及行業趨勢 Mr Christian Wetterberg, Senior Director and Global Head, Product Safety & Compliance, Toy Industries of Europe 歐洲玩具工業協會 產品安全與規格 高級總監及環球主管 Christian Wetterberg 先生</p> <p>Question & Answer Section 問答環節</p> 
4pm – 4:20pm	<p>Brand Your Way into China – E-commerce Tips to Succeed 品牌成功打進中國的網絡營銷策略 Mr Josh Gardner, CEO, KUNG FU DATA 功夫數據 行政總裁 Josh Gardner 先生</p> <p>Question & Answer Section 問答環節</p> 

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。

Conference Organisers:

Mr CH Poon, Economist, Hong Kong Trade Development Council

About the Sharing

The toy industry is currently having to contend with many challenges, including international trade disputes, game-changing (literally) technological advances and the rise and rise of e-commerce. Amid such overarching reinvention, however, there are also new opportunities, many of which this seminar will seek to bring into focus. In particular, it will review the changing global consumer preferences that underpin this dynamic sector, while evaluating the best strategies on offer for appealing to prospective purchasers, especially young parents. The presentation will also feature the key findings of the HKTDC's review of Mainland China's toys and games market.

About the Speaker

An Economist with the Hong Kong Trade Development Council's (HKTDC's) Greater China Research Team, C.H.Poon's areas of study include Mainland China's trade performance, economic development and consumer markets, as well as the economic relationship between Hong Kong and Mainland China. His research portfolio also extends across many of Hong Kong's manufacturing and services sectors, including processed food, beverages, wine, cosmetics and toiletries, accountancy, management consultancy and the legal profession.



Mr Manu Sharma, Group Vice President, Business, Reliance Brands Limited

About the Sharing

- ❖ *Experience-Led Retailing - Creating a sought-after Family Destination*
- ❖ *Building & Celebrating Brands - Stores as Temples of Brands; Creating Excitement through live play, enable touch and feel experience*
- ❖ *Storytelling at Retail - Supporting the increasing proliferation of Seasonal Trend-Led Product*

About the Speaker

Mr Manu Sharma is a Retail Professional with over 15 Years' Experience of which the past 9+ year at Reliance Brands Ltd. His previous Stints have been with Retailers Like Future Group and Brands like French Connection.

He is based out of Mumbai, India. His current work Title is Group Vice President who handles a portfolio of Fashion and Kids Lifestyle Brands (Superdry, Replay, Hamleys, Rowan & Mothercare) for RBL in India.

He is now also responsible for the delivery of Global Product Strategy of the Hamleys business as the Global Product Director for the business.



Mr James Wang, President, Dream International USA

About the Sharing

China has been the heart of the toy industry in many ways for the last few decades. With a dominant position/share of toy manufacturing, China has been the key source for toy companies over 30 years.

But, trade war tension between the US-China isn't easing off.

It may, in fact, about to get even more intense.

Numerous Chinese toy manufacturing groups have opened factories in Vietnam to balance out China's rising/risen labour costs & Tariff issue.

It is time to understand more about the Vietnam & analysis challenges.

And prepare next opportunity for toy manufacturing.

About the Speaker

James Wang joined Dream (C & H Group) in 1991 after 4 years with Daewoo International USA as Sales Coordinator of Toys and General Merchandise.

He relocated from USA to Shenzhen, China and operated Dream Shenzhen Plush factory from 2004 to 2006, and Dream Shanghai Plush Factory in 2007.

He came back to Dream USA office and managed Disney Licensed Business from 2008 to 2010.

Currently he is managing the Dream USA office located in Buena Park, California (Nearby Los Angeles) and involved with factory operation for both Plush and Plastic Toys.



Mr Christian Wetterberg, Senior Director and Global Head, Product Safety & Compliance, Toy Industries of Europe

About the Sharing

2019 has been a year of change in the European Union. On behalf of Toy Industries of Europe, Christian Wetterberg will explain some changes in terms of political structures and balances (also Brexit-related), some population and market developments that all have an influence on the ease with which toys are sold in Europe. He will especially pause on the recent and likely future developments in terms of how toy companies can and cannot communicate with their customers and also what the limitations may be for connected toys.

About the Speaker

Christian Wetterberg joined the LEGO Group in 2010. After 7 years with the Government & Public Affairs team, Christian entered into the role as Global Head for Product Safety & Compliance on January 1, 2017. In this role he ensures that LEGO branded products are both safe for the consumer and compliant with legislation around the world. He leads a team of approximately 35 people spread across 6 different sites. Christian is based at the LEGO Group's office in London.

Christian Wetterberg is also the chairman of the Technical committees for the safety of toys in both the European Committee for Standardisation and the International Organization for Standardisation. He is also Co-chair of the Product Safety & Environmental committee in Toy Industries of Europe (TIE) and is active in several national industry associations and standardisation committees. He frequently speaks at toy safety events around the world and has also written numerous articles on toy safety and compliance.



Mr Josh Gardner, CEO, Kung Fu Data

About the Sharing

The ultimate playbook for aspiring entrants into China's dynamic digital marketplace. You'll learn exactly what you must do PRE-LAUNCH to build a sustainable commercial presence on Tmall, JD and other online platforms. From ecosystem basics to time-tested and proven execution strategies, you'll understand what works and what doesn't with the world's smartest and most demanding online consumers.

About the Speaker

Josh is the CEO and Co-Founder of Kung Fu Data, a prominent ecommerce partner whose sole mission is to help brands thrive in China's online marketplaces.

Fluent Mandarin speaker and senior China strategist, Josh leads his team from deep in the trenches and runs a portfolio of successful flagship stores on Tmall and JD.

Since 2014, he has helped hundreds of brand owners with China ecommerce launches. He is a recognized expert in market entry and ecosystem management.

From strategy and structure to activation and optimization, he teaches the fine points of what it takes to win in China's fast moving ecommerce space.

An active member of Entrepreneurs Organization and sought-after speaker, Josh currently resides in Hong Kong with his wife of 19 years and their two beautiful children.

