

## Asian Toys & Games Forum 亞洲玩具論壇 2025

### Beyond Fun and Play: Fostering Social Responsibility in the Toy Industry

#### 玩具業的社會擔當

*Info as of 01/01/2025*

Date 日期:	07 / 01 / 2025 (Tuesday 星期二)
Time 時間:	2:30pm – 4:30pm 下午 2 時 30 分至下午 4 時 30 分
Venue 地點:	ToysTHEATRE, Convention Hall, L1, HKCEC 香港會議展覽中心 1 樓 會議廳 ToysTHEATRE
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 (Please click <a href="#">HERE</a> to register online) 免費入場 (「 <a href="#">按此</a> 」登記)

Time 時間	Programme 程序
2:00pm – 2:30pm	Registration 登記
2:30pm – 2:40pm	<p><b>Welcome Remarks 致歡迎辭</b>  <b>Mr Bryant Chan</b>, Chairman, HKTDC Toys Advisory Committee                      香港貿易發展局玩具業諮詢委員會主席 陳允誠先生</p> <p><b>Souvenir Presentation &amp; Group Photo with speakers 致送紀念品及拍攝團體照</b></p>
2:40pm – 3:00pm	<p><b>The Toys and Games Market Outlook and Opportunities</b>                      玩具及遊戲市場概況及機遇</p> <p><b>Speaker 講者:</b>  <b>Mr Clifton Chiu</b>, Senior Research Analyst, Euromonitor International (Hong Kong)                      歐睿國際 (香港) 資深分析師 趙子晴先生</p> 
3:00pm – 3:20pm	<p><b>The Power of Play for Healthcare and Wellness</b>                      玩具在健康領域中的角色</p> <p><b>Speaker 講者:</b>  <b>Dr Vinci Cheung</b>,                      Psychologist, Head of Family and Child Services,                      The Companions CCM Ltd                      匡仁心理輔導 註冊心理學家 張穎思博士</p> 
3:20pm – 3:40pm	<p><b>Integrating AI Smart Toys into Social Life</b>                      AI 智能玩具融入社交生活</p> <p><b>Speaker 講者:</b>  <b>Mr Larry Wang</b>, Founder &amp; CEO, FoloToy Creative Pte Ltd                      FoloToy 聯合創始人及首席執行官 王樂先生</p> 
3:40pm – 4:00pm	<p><b>Designing Toys for Active and Better Ageing</b>                      樂齡玩具讓銀髮族健康樂活</p> <p><b>Speaker 講者:</b>  <b>Dr Sittha Sukkasi</b>,                      Senior Researcher in Environment Research Group, MTEC, NSTDA</p> 
4:00pm – 4:20pm	<p><b>Panel Discussion: Opportunities and Marketing Strategies for the Toys Industry in the Healthcare and Ageing Markets</b>                      討論環節：玩具業在健康領域與銀髮市場的商機</p> <p><b>Moderator 主持人: Mr Terrence Hui</b>,                      Executive Committee Member, FHKI Group 19 (Hong Kong Toys Council);                      CEO, Yick Shun Electronic Toys Manufactory Ltd                      工總第 19 分組 (香港玩具協會) 執行委員會委員                      億順電子玩具製造廠有限公司 行政總裁 許文俊先生</p> <p><b>Panellists 討論嘉賓:</b> All speakers above 所有演講嘉賓</p>
4:20pm - 4:30pm	Questions & Answers 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。
- ◆ Registered persons will be given priority in seating. Please arrive at the venue 15 minutes before the event starts. After that, the Organiser reserves the right to assign seats to unregistered persons based on on-site conditions. 已登記人士將獲安排優先入座。請各已登記人士於活動開始前 15 分鐘到達活動場地。此後主辦機構有權因應現場情況安排未登記人士入座。
- ◆ 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:



香港玩具協會  
Hong Kong Toys Council  
香港工業總會轄下 A FHKI Council



香港玩具廠商會有限公司  
The Toys Manufacturers'  
Association of Hong Kong Limited

About the Speakers 講者簡介

**Mr Clifton Chiu, Senior Research Analyst, Euromonitor International (Hong Kong)**

歐睿國際 (香港) 資深分析師 趙子晴先生

Clifton is a Senior Research Analyst at Euromonitor International (Hong Kong), researching FMCG products with a particular emphasis on Consumer Technology. Based in Hong Kong, he has more than 4 years in the research industry.

Clifton is a member of a 5-man research team which covers all aspects of the FMCG industries, thus giving him a broad insight into many industries. He is responsible for data set construction and market trend presentations for various clients in Consumer Technology as well as the Alcoholic Drinks industries.

Prior to joining International (Hong Kong), Clifton was a market researcher for a leather goods company, as well as being a co-founder in a cryptocurrency startup.

Clifton 是歐睿國際(香港)的資深分析師，專注於消費科技和酒精飲料產業。他常駐香港，在研究產業擁有 4 年多的經驗。Clifton 是 5 人研究團隊的成員，該團隊涵蓋了快速消費品行業的各個方面，因此對多個行業具有廣泛的洞察力。他負責為消費技術以及酒精飲料行業的各個客戶建立數據集和市場趨勢演說。

在加入歐睿國際(香港)之前，Clifton 曾任職皮革製品公司的市場研究員，也是加密貨幣新創公司的共同創辦人。

**About the Presentation:**

The toys and games market is currently experiencing a dynamic evolution, characterised by shifting consumer demographics and innovative trends. This presentation will provide a comprehensive analysis of the global market outlook with a particular focus on the RCEP and Middle east, as well as touching on the distribution of consumers amongst different age demographics as well as how social responsibility will shape the future developments of the industry in the near future.

隨著消費者人口結構的變化和創新趨勢，玩具及遊戲市場正在不斷演進。本次演講將對全球市場前景進行全面分析，尤其關注區域全面經濟伙伴協定(RCEP)和中東地區，並探討不同年齡層消費者的分佈以及社會責任將如何影響玩具業的未來發展。



## About the Speakers 講者簡介

**Dr Vinci Cheung, Psychologist,  
Head of Family and Child Services, The Companions CCM Ltd**  
匡仁心理輔導 註冊心理學家 張穎思博士



Dr Cheung is a registered psychologist and professional trainer with 20 years of experience in psychotherapy for children and adults, specializing in play therapy, sandplay therapy, and social-emotional learning.

Since 2006, she has explored the psyche through both neuroscientific and Jungian psychology, emphasising creativity and emotional healing. Her therapeutic approach incorporates art and dream analysis to help clients discover their hidden needs. In 2023, she spoke at the 12th AGI BZZ Conference on human-AI interaction in mental health.

Previously, Dr Cheung served as an Associate Professor in the Psychology department Hong Kong Shue Yan University and Assistant Professor on neuropsychology, mental health, play therapy, expressive art therapy and counselling in the Rehabilitation Sciences department of The Hong Kong Polytechnic University. She had been Honorary Assistant Professor of the Department of Psychiatry at The University of Hong Kong for 12 years involving in psychological research and promoting psychiatric health in local community.

張穎思博士是註冊心理學家和專業培訓師，專長為兒童和成人提供遊戲治療、沙盤療法和社交情感學習的心理治療，並從事心理健康、心理學和神經科學方面工作，已有二十年經驗。

自 2006 年起，張博士從神經科學和榮格心理學的角度深入研究心理深度，強調創造力和情感治癒。她的治療方法結合藝術和夢境分析，幫助客戶發現潛在需求。2023 年，她獲邀參加第 12 屆 AGI BZZ 會議，就心理健康領域與人工智能演講。

此前，張博士曾擔任香港樹仁大學心理學輔導學系副教授及香港理工大學復健科學的神經心理學、精神健康、遊戲治療、表達藝術治療和輔導學系助理教授，並曾擔任香港大學精神病學系榮譽助理教授十二年，致力於心理學研究和促進本地社區的精神健康。

### **About the Presentation:**

Play serves as a fundamental mode of communication for children, fostering creativity and socio-emotional learning in both children and adults. By engaging all senses and diverse cognitive styles, play promotes brain development and mental well-being. In clinical mental health settings, play therapy supports children in distress by cultivating a trusting relationship between child and therapist, using the symbolic language of play and emotional expression to achieve creative resolutions. Applications in hospital settings will also be briefly illustrated.

遊戲是兒童溝通的基本方式，可以培養兒童和成人的創造力和社會情緒學習。透過調動所有感官和不同的認知方式，遊戲可以促進大腦發展和心理健康。在臨床心理應用中，遊戲治療透過建立兒童與治療師之間的信任關係，使用遊戲的象徵性語言和情緒表達，讓兒童在遊戲治療過程中實現富有創造性的解決方案，從而為陷入心理困境的兒童提供支持。演說也將探討遊戲在醫院環境中的應用。

## About the Speakers 講者簡介

### Mr Larry Wang, Founder & CEO, FoloToy Creative Pte Ltd

**FoloToy** 聯合創始人及首席執行官 王樂先生

Mr Wang Le (Larry) is the founder and CEO of FoloToy. With over a decade of experience in the technology and education sectors, he is committed to promoting the widespread adoption of AI. He leads his team in developing a new category of intelligent AI toys, providing opportunities for smart companionship and personalised learning. His goal is to create a more inclusive and loving environment for every child's growth, bringing AI into the daily lives of families.



At the same time, he recognises the potential role of AI for socially disadvantaged groups. He is dedicated to promoting knowledge equality and educational fairness, using AI to bring new hope to more segments of society.

Mr Wang Le graduated from Tianjin University with bachelor's and master's degrees in computer science. He has served as a lecturer at Tianjin University, a technical expert at Wacai.com, and has co-founded multiple technology startups.

王樂先生是 FoloToy 創始人和 CEO，擁有十餘年科技和教育領域的工作經歷，他堅持推動 AI 的普及，帶領團隊開發智慧 AI 玩具全新品類，提供智慧陪伴和個性化學習的機會，為每個孩子都創造更加包容和充滿愛的成長環境，將 AI 帶入家庭的日常生活。

同時，他意識到 AI 對社會弱勢群體的潛在作用，致力於推動知識平權和教育公平，並運用 AI 為更多社會群體帶來新的希望。

王樂先生畢業於天津大學，獲得計算機科學學士和碩士學位，曾任天津大學教師，挖財網技術專家，並聯合創立多家科技公司。

#### **About the Presentation:**

AI toys seamlessly integrate into modern social life, helping busy parents soothe young children, offering personalised learning support for kids, and providing emotional companionship to adults and seniors. The talk will explore their evolving role, societal impacts, and ethical considerations for future adoption.

AI 智能玩具無縫融入現代社會生活，幫助忙碌的父母安撫幼兒，為孩子提供個人化的學習支持，為成年人和老年人提供情感陪伴。本次演講將探討 AI 智能玩具不斷變化的角色、對社會的影響以及未來採用的道德考量。

## About the Speakers 講者簡介

### Dr Sittha Sukkasi, Senior Researcher in Environment Research Group, MTEC, NSTDA

Dr Sittha Sukkasi is a designer and developer. He strives to improve lives by developing design-driven solutions that are insightful and creative.

Dr Sukkasi received a Bachelor's Degree in engineering from Brown University, and a Master's Degree and Ph.D. in mechanical engineering from Massachusetts Institute of Technology, in the United States. At MIT, he conducted research in design methodologies, trained in product development, and assisted in teaching a product engineering course. He now works at MTEC, a national research center in Thailand.



Dr Sukkasi has led and contributed to numerous design and development projects. Notable examples include an innovative device for treating drinking water in poor areas, upcycled furniture from wastes, a multifunctional bed that fosters active aging, fall-preventing devices for hospital patients, sensory blankets for people with dementia, a concentration-training game, toys for multigenerational family bonding, toys for children with special needs, and people-centric home-monitoring technologies. He has also developed methodologies on commons-oriented design, environment-community-human-oriented design, and attentive empathetic design. In addition, he enjoys working on multimedia design, including graphics, websites, brand identities, and travel videos.

Dr Sukkasi's work has been published in academic peer-reviewed journals, presented at international design conferences and exhibitions, and recognized by organizations such as Grand Challenges Canada.

Dr Sittha Sukkasi 是一名設計師及開發者。他致力於透過開發富有洞察力和創造力的設計改善生活。

Sukkasi 博士在布朗大學獲得工程學士學位，並在美國麻省理工學院取得機械工程碩士和博士學位。他在麻省理工學院進行了設計方法研究及產品開發培訓，並協助教授產品工程課程。他現在於泰國國家研究中心 MTEC 擔任研究工作。

Sukkasi 博士領導並為眾多設計和開發專案做出了貢獻，其中包括用於處理貧困地區飲用水的創新設備、利用廢物進行升級改造的家具、促進積極衰老的多功能床、為醫院患者提供的防跌倒設備、為癡呆症患者提供的感官毯、專注力訓練遊戲、提供給病人的玩具。他也發展了以公地為導向的設計、以環境-社區-以人為本的設計以及細心的同理心設計的方法論。此外，他還喜歡多媒體設計，包括圖形、網站、品牌標誌和旅遊影片。

Sukkasi 博士的作品已發表在學術同行評審期刊上，在國際設計會議和展覽上展示，並獲 Grand Challenges Canada 等組織的認可。

#### **About the Presentation:**

This presentation explores how an attentive empathetic design process can be employed in the design and development of toys aimed at promoting active and better ageing for older adults. A human-centric approach, the design process emphasises the characteristics, functional needs and contexts of the target users, as much as their emotional needs, behaviours, and psychology. The resulted products cater to the nuanced challenges of ageing and offer thoughtfully designed play experiences.

本演講探討如何在玩具的設計和開發中採用細心的同理心設計過程，旨在促進老年人活齡及樂齡。採用以人為本的方法，設計過程強調目標使用者的特徵、功能需求和環境，以及他們的情感需求、行為和心理。由此產生的產品迎合了老化帶來的微妙挑戰，並提供精心設計的遊戲體驗。

## About the Speakers 講者簡介

**Mr Terrence Hui, Executive Committee Member, FHKI Group 19 (Hong Kong Toys Council); CEO, Yick Shun Electronic Toys Manufactory Ltd**  
工總第 19 分組 (香港玩具協會) 執行委員會委員  
億順電子玩具製造廠有限公司 行政總裁 許文俊先生



Mr Terrence Hui is the CEO of YickShun Toys, which was established in 1987 and is headquartered in Hong Kong. YS Toys is one of the most experienced manufacturers of electronic plastic products, as well as gifts and premium items, offering a diverse range of product lines. These include baby and infant products, preschool products, remote control toys, infrared control products, battery-operated items, gifts and premium products, and pet toys. They provide "ONE-STOP" production solutions, encompassing concept research and development, prototype creation, tooling fabrication, and after-sales services, tailored to meet the varying needs and requirements of their customers.

許先生是億順玩具的首席執行官。該公司成立於 1987 年，總部位於香港。億順玩具是電子塑膠產品及禮品和高端產品領域最有經驗的製造商之一，產品線涵蓋廣泛，包括嬰兒產品、學前教育產品、遙控產品、紅外控制產品、電池驅動產品、禮品與高端產品，以及寵物玩具。我們為客戶提供“一站式”生產解決方案，從概念研發、原型製作、工具製造到售後服務，以滿足客戶的不同需求和要求。