

Toy Safety & Regulations Updates 最新玩具安全條例研討會

Info as of 27/12/2024

Date 日期: 8 / 01 / 2025 (Wednesday 星期三)
 Time 時間: 11:00am – 12:45pm
 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 /Putonghua (Simultaneous interpretation service will be provided)
 英語/普通話 (設即時傳譯服務)
 Remarks 備註: Free Admission (Please click [HERE](#) to register online) 免費入場 (「[按此](#)」登記)

Time 時間	Programme 程序
10:45am – 11:00am	Registration 登記
11:00am – 11:05am	Welcome Remarks 致歡迎辭 Mr Bryant Chan , Chairman, FHKI Group 19 (Hong Kong Toys Council) 工總第 19 分組 (香港玩具協會) 主席 陳允誠先生
11:05am – 11:10am	Souvenir Presentation & Group Photo with Speakers 致送紀念品及拍攝團體照
11:10am – 11:35am	<u>China Toy Regulations Updates 中國玩具法規要求概述</u> Speaker 講者: Ms Helen Zhang , Executive Vice President & Secretary General, China Toy and Juvenile Products Association 中國玩具和嬰童用品協會 常務副會長兼秘書長 張瀛女士  Questions & Answers Section 問答環節
11:35am – 12:00pm	<u>European Union Toy Safety and Sustainability Regulatory Updates</u> <u>歐盟玩具安全與可持續發展法規更新</u> Speakers 講者: Mr Lars Vogt , Director of Policy, Toy Industries of Europe Ms Andrea Masotto , Sustainability Policy Officer, Toy Industries of Europe  Questions & Answers Section 問答環節
12:00pm – 12:25pm	<u>Japan Toy Regulations Updates 日本玩具法規要求概述</u> Speaker 講者: Mr Masaru Kanke , Managing Director, The Japan Toy Association 日本玩具協會 專務理事 菅家 勝先生  Questions & Answers Section 問答環節
12:25pm – 12:45pm	<u>Ensuring Compliance in Responding to Regulatory Changes</u> <u>製造合規性：面對法規更新的應對策略</u> Speaker 講者: Ms Phoebe Lee , Global Head - Toys & Juvenile Products, SGS Hong Kong Limited 香港通用檢測認證有限公司 玩具及嬰幼兒產品部總監 李靜雯小姐  Questions & Answers Section 問答環節

Organisers:



香港玩具協會
Hong Kong Toys Council



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

Sponsor:



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 Organizer 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。

About the Speakers 講者簡介

**Ms Helen Zhang, Executive Vice President & Secretary General,
China Toy and Juvenile Products Association**

中國玩具和嬰童用品協會 常務副會長兼秘書長 張瀛女士

Helen has 18 years of extensive experience in the toy industry since 2006. Currently, she serves as the Executive Vice President & Secretary General of China Toy and Juvenile Products Association. She is also the Chairperson of the STEAM and Preschool Education Professional Committee within the association.

Throughout her career, Helen has focused on enhancing the quality and innovation of toy products while actively advocating for industry standardisation. Additionally, she promotes the integration of STEAM and preschool education in toy design and manufacturing and encourages toy companies to pursue educational advancements. With her professional market insights and leadership skills, Helen continues to breathe new life into the industry and is recognised as a leader in the toy sector.

張瀛自 2006 年開始投身玩具行業，至今已有 18 年的豐富經驗。她目前擔任中國玩具和嬰童用品協會副會長兼秘書長，也是中國玩具協會 STEAM 和學前教育專業委員會的理事長。

在她的職業生涯中，張會長致力於提高玩具產品的質量與創新，推動行業標準化。同時，張會長積極推動 STEAM 教育與學前教育在玩具設計和制造中的應用，鼓勵玩具企業進行更多的教育性開發。憑借其專業的市場洞察力和領導能力，張會長不斷為行業注入新的活力，並被業界譽為玩具行業的領軍人物。



About the Speakers 講者簡介

Mr Lars Vogt, Director of Policy, Toy Industries of Europe

Lars Vogt is Director of Policy at Toy Industries of Europe (TIE), with 15 years of experience in Brussels on EU public affairs. He joined TIE in 2016 and is responsible for relations with EU institutions with a strong focus on issues like toy safety, EU Single Market and market surveillance. He has a MSc degree in Economics from Maastricht University in the Netherlands.



TIE is the voice of the reputable EU toy manufactures. Its mission is to promote the right of every child to play safely and securely and to promote fair practices and fair legislation, allowing responsible toy companies to continue to grow.

Lars 是 Toy Industries of Europe (TIE) 的政策總監，在布魯塞爾擁有 15 年歐盟公共事務經驗。他於 2016 年加入 TIE，負責與歐盟機構的關係，專注於玩具安全、歐盟單一市場和市場監管等議題。他擁有荷蘭馬斯特里赫特大學經濟學碩士學位。

TIE 是歐盟著名玩具製造商的代言人。其使命是促進每個兒童安全地玩耍的權利，並促進公平實踐和公平立法，使有承擔的玩具公司能夠持續發展。

Ms Andrea Masotto, Sustainability Policy Officer, Toy Industries of Europe

Andrea Masotto is the sustainability expert at Toy Industries of Europe (TIE). Passionate about fostering sustainable practices, she brings a dynamic perspective to shaping a more environmentally conscious future for the European toy industry. In her role, she advises TIE members on EU environmental and social sustainability legislation—both product-specific and cross-sectoral—and collaborates with policymakers to ensure sustainable requirements are coherent with the EU's safety standards for toys. Her professional journey also includes valuable experience in the machinery and fashion industries.



Andrea Masotto 是 Toy Industries of Europe (TIE) 的可持續發展專家。她熱衷於促進可持續實踐，以充滿活力的視角為歐洲玩具產業塑造更具環保意識的未來。她負責為 TIE 成員提供有關歐盟環境和社會可持續發展立法（包括針對具體產品和跨部門的立法）的建議，並與制定政策者合作，確保可持續要求與歐盟玩具安全標準保持一致。她還在機械和時尚行業擁有寶貴經驗。

About the Speakers 講者簡介

Mr Masaru Kanke, Managing Director, The Japan Toy Association

日本玩具協會 專務理事 菅家 勝先生

Kanke began his career in the trade sector with the Ministry of International Trade and Industry and the German Economic Institute (IW). After serving as Counsellor at the Embassy of Japan in Germany and as Director of the Europe Division at the Ministry of Economy, Trade and Industry, Kanke joined Shinshu University as Professor. In 2023, he took on the role of Managing Director of the Japan Toy Association, where he actively promotes innovation and growth in the industry.

菅家勝先生從事貿易多年，他早期曾效力日本經濟產業省和 German Economic Institute (IW)。在擔任日本駐德國大使館的參事官後，他成為日本經濟產業省歐洲區域局長，然後他加入信州大學擔任教授。2023年，他成為日本玩具協會的執行董事，致力於推動產業的創新和發展。



Ms Phoebe Lee, Global Head - Toys & Juvenile Products, SGS Hong Kong Limited

With 20 years of experience in the TIC industry, Ms. Phoebe Lee has been actively involved in providing Total Quality Assurance solutions for a diverse range of consumer products, including Toys and Juvenile products. She works with brands, buyers and manufacturers globally, bringing valuable insights to safeguard product quality and safety.

李靜雯小姐在檢測認證行業擁有二十年豐富經驗，為各種消費品（包括玩具和兒童產品）提供全面的品質保證解決方案，協助全球不同品牌、買家和製造商保障產品質素及安全性。

