**Bright Ideas**

The Hong Kong Toys & Games Fair and the Hong Kong International Stationery Fair are the perfect place to catch up on the latest developments in products. From topical treats to innovative ideas, there's plenty to spark the imagination here. And here's just a few of the exciting products to see in the fairground.

The UEFA Euro 2008 soccer tournament, being staged in Austria and Switzerland this summer, is sure to generate a lot of buzz. Get in on the action with official licensed products from Living Picture Trade (HK) Ltd, with a wide range of merchandise including sets of tournament mascots Trix & Flix.

There is big demand in the market for toys that are not only fun, but educational, too. Amazing Toys Limited has a collection of science kits for kids aged eight and up, including the Connex TurboAir and the Tronex Science Lab.

The Cheeky Chick tricycle from Okiedog Limited has garnered awards for its innovative look and performance. It folds away easily and comes with a carrying strap for parents; tiny tots can push it from the front, or ride on it in traditional style.

green & associates (HK) Ltd. is known for its cutting-edge design and environmentally friendly products - among its latest eye-catching stationery items are the match-shaped pencil and eraser.

A healthy environment is also the key selling point of the DustEZE vacuum cleaner from Global Metal Supplier Corp. It safely removes dust and other particles from board erasers, dusters and mops.
Focus on IPR and colour trends

Stationery fair visitors were given an opportunity to learn about the latest enforcement practices of intellectual property rights in the Chinese mainland and ways to make better designs with their favourite colours in 2008 at a seminar yesterday.

Mr Cyril Yeung, Associate of DLA Piper, gave an informative presentation on trademark infringement activities in the Chinese mainland. He pointed out that the latest counterfeiting enforcement focused on the liability of landlords for providing convenience to counterfeiters and their failure in stopping infringing acts. Infringement court cases involving international brands like Parker Pen, CHANEL and The North Face were cited as examples to show that landlords would be held liable for infringing acts taking place in their properties such as shopping malls.

In the second part of the seminar, Ms Setsuko Horiguchi, Manager, “Season Image Color” Editorial Division, Nippon Color & Design Research Institute Inc., brought attention to the trend of colours for stationery and living goods.

"Consumers are pursuing sophistication and are becoming increasingly environmentally conscious, thus more sophisticated and natural colours are in demand. Green and blue are among the most important colours this year,” she said. “In particular, grayish blue is signature of sophistication, and soft green is most typical of ecology and nature.”

Ms Horiguchi added that vivid and white colours with a sensation of freshness, soft brown as well as ivory and pearl colours were also popular.

Creative display

Check out the tdctrade.com product display at the Expo Drive entrance where several companies are displaying their latest creations. One of the companies, Dillon Net Int’l Ltd, is showcasing its air fighters, helicopters, Mini Coopers and remote-control toys. “We strive to provide original and creative toy products with our strong production capability and superior customer service,” said Mr Jacky Ng, Managing Director. “We have plastic injection and die-casting facilities to cope with product development. The majority of our products are OEM items and we work closely with companies to develop their brands.” Mr Ng says its clients include a number of international brands and many of its products have become collectible items.

Rise of the Kidult

Kidults, adults aged between 15 and 35 years, are an increasingly important market for toys, Richard Wong, Chief Executive Officer of Red Magic Holdings Ltd. told a fair seminar yesterday.

At the seminar titled Ahead of the Game - Emerging Trends within the Asian Toys Industry, self-confessed kidult Mr Wong said that his own love of youth culture, toys and comic books was the inspiration behind establishing Red Magic in 2004. He explained that the company produced small collectible character figures for kidults, not children.

“Kidults are looking for high quality, trendy collectibles, which also have a hidden second-hand value,” said Mr Wong. A male kidult will buy the toys that they didn’t have as a child, even though its eBay price is now 40 times its original value, he explained.

Using Red Magic’s Ci Boys characters as a case study, Mr Wong talked attendees through the different marketing strategies he had adopted. The company began with just six characters, and more characters and limited edition series have been added. To date, seven million Ci Boys figures have been sold.

Red Magic has raised its brand’s value with “corporate crossovers” cooperating with partners such as Microsoft Xbox, Sony, Toshiba, San Miguel and 7-11. Mr Wong said that the limited edition Ci Boys characters act as effective spokespersons for the partner brand.

“It’s about repeat buying just to get the correct figure,” said Mr Wong. “We sell in 10 countries, they are very small trendy markets.” In three years the company has created 3,000 designs and sold 20 million character figures.
Sunset over Hong Kong harbour was the spectacular backdrop for the Hong Kong International Stationery Fair cocktail reception at the Port Café on Monday night.

After a busy first day at the fair, industry leaders, overseas journalists, VIP buyers and exhibitors took in the views and enjoyed canapés, cocktails and music from a live band, as they networked with friends old and new.

Mr Jason Cao, General Manager, Messe Frankfurt (Shanghai) Co Ltd, welcomed guests to the fair. “We have 269 exhibitors from all over the world,” he noted, and advised buyers to take full advantage of the opportunities at the fair.

Mr Cao thanked co-organiser the Hong Kong Trade Development Council for their hard work in making the Hong Kong International Stationery Fair a reality. “It will be a dynamic and innovative experience for all,” he added.

Mr Lawrence Yipp, Director, Exhibitions Planning and Marketing, Hong Kong Trade Development Council, then joined Mr Cao on stage for a toast to good health and good business.

Industry leaders and management of Hong Kong Trade Development Council and Messe Frankfurt exchanged views with overseas journalists on industry developments over a breakfast meeting yesterday.

Mr Frederick Ma (right), JP, Secretary for Commerce and Economic Development of the Government of the HKSAR, joined Mr Lawrence Chan, Chairman, Hong Kong Toys Council, at the council’s annual dinner on Monday.

A team of attractive and energetic cheerleaders helped to point out the way to the Outdoor & Sporting Goods zone at Convention Hall.
Trade missions

Hong Kong Toys & Games Fair and Hong Kong International Stationery Fair continue to draw large numbers of buying missions from leading companies from around the world. One important reason for the fairs' success is the HKTDC's buyer recruitment programme. Aimed at companies with strong buying power, the Hong Kong Toys & Games Fair has attracted 86 missions, representing 2,839 companies or 4,820 persons while the Hong Kong International Stationery Fair brings together 36 missions, representing 766 companies or 1,225 persons.

Dave Schylling, Chief Executive Officer, Schylling Associates, Inc, US

“We are an importer and distributor of infant products based in Buenos Aires, Argentina. I have been coming to Hong Kong's toy and stationery fairs for 10 years. I always look for European quality at Asian prices. I like coming to the Hong Kong fairs because of the range of things available here. Items that are popular in Argentina are activity mats and educational puzzle toys. On Monday I met with some potential suppliers and before I go home I will be visiting some factories on the Chinese mainland.”

Hernan Dvorkin, Partner Manager, Baby Club S.R.L., Argentina

“We sell a wide range of toys and offer comprehensive services, including transportation and after-sales support, to customers in Chile and Peru. This is my third year visiting the fair. These days children look for new and trendy stuff and we are concentrating on innovative items like multi-functional dolls, educational toys and electronic cars. I can see more creative designs from suppliers at the fairground this year. The Hong Kong fair is really getting better and better each year, and attracts a larger number of quality exhibitors and buyers from around the world. It is an absolutely excellent fair.”

Johnson Correya, Marketing Manager, Mikkai International (LLC), UAE

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"We have more than 100 industry traders and their customers from Guangzhou to explore business opportunities at the fair this year. We are here to find the newest interesting products and learn about market trends. Hong Kong is a leading international trading hub and the Hong Kong International Stationery Fair has promising prospects to expand further. At present, our association has about 100 members, including stationery manufacturers, retailers and distributors. The Chinese mainland’s stationery industry is worth about RMB150 billion, with Guangzhou and the Pearl River Delta region accounting for about 10%.”

Fran Li,
Director-General,
Guangzhou Stationery Association,
China

“My company is a stationery importer and distributor based in Ho Chi Minh City, Vietnam. This is my first visit to the stationery fair, but I like the big variety of products on display. I also find the fair to be very well organised. We already source from other places including Thailand, and are exclusive distributors in Vietnam for a number of Thai stationery products but here in Hong Kong you can see products from all over Asia. I am very interested in binder files for paper and for envelopes.”

Nguyen Thy Phuong,
Executive,
Kim Hoan Vu Co., Ltd.,
Vietnam

“AMPRO is an importer and exporter of corporate promotional products in India. I visit the fair every year and have been placing orders regularly in the last five years. The stationery fair is one of the best in the world and is very useful for my business as exhibitors here display products of high quality and innovative designs. I have found lots of interesting products this year and collected samples for my clients to make their selections. The fair organisers are very helpful and everything about the exhibition is right - from organisation to service and facilities.”

Sumit Pasricha,
Director,
AMPRO,
India

“This is my fifth visit to the Hong Kong International Stationery Fair. My company is an office supply specialist based in South Australia. I find the quality of products here exceptional. Stationery is obviously a basic need of office life, though we do find customers in Australia take a close interest in how products are sourced and made. Suppliers in Asia are adapting to serve this market. For instance, at the moment in some of our products we are using paper that comes from environmentally managed sources.”

Lia Michael,
Marketing & Events
Co-ordinator,
Australian Power Group,
Australia
28 April - 1 May 2008
Hong Kong Gifts & Premium Fair
Hong Kong Convention and Exhibition Centre (HKCEC)
- Prime downtown location
- Over 3,080 quality exhibitors from 36 countries and regions
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Enquiry: (852) 1830 668  www.hkgiftspremiumfair.com

21–24 April 2008
Hong Kong Houseware Fair
Hong Kong Convention and Exhibition Centre (HKCEC)
- Prime downtown location
- Over 2,380 quality exhibitors from 34 countries and regions
- Themed zone highlights: Paintings, Objets d’Art and Art Supplies, Pet Supplies and Posh Corner for exquisite home living
Enquiry: (852) 1830 668  www.hkhousewarefair.com

2-5 July 2008
Summer Sourcing Show for Gifts, Houseware & Toys
Hong Kong Convention and Exhibition Centre (HKCEC)
- Prime downtown location
- Over 800 quality exhibitors from 17 countries and regions
- Themed zone highlights: Advertising Premium, Fun & Play, Gift Ideas, Home Tech and Style & Decor
- Held concurrently with Hong Kong International Licensing Show
Enquiry: (852) 1830 668  www.summersourcingshow.com

Visit Premier Connect booth at the Concourse, Hall 1, HKCEC for a free consultation with our Business Matching Specialist. We help you meet the potential business partners with confirmed interest.
All systems go!

Taking place as it does at the start of a new year, the Hong Kong Toys & Games Fair is frequently the venue chosen by suppliers to launch new products. A new feature of the show this year sees companies able to take advantage of a more high-profile platform for presentation of new items. The Product Demo & Launching Pad took place yesterday afternoon at Oasis Area Hall 2, involving four companies, and attracted a great deal of interest from buyers.

Unimax Toys Limited introduced its Radline RC models, including the Master Series, Stadium Track, Flip-Rover and Trektile.

**Booths:** 2A22, 24, 2B21, 23

Berg Toys was fast off the starting grid with the Ferrari FXX Exclusive two-pedal go-kart for children.

**Booth:** SJ17

Blue Box International Ltd took the opportunity to demonstrate the mi Jam range, comprising drummer, guitar, mixer and stage mic.

**Booths:** 1M22, 24, 1N19, 21, 23, 2B33, 35

Boosting Business with tdctrade.com sourcing

Precision sourcing is now easy for international buyers, thanks to tdctrade.com sourcing online services and a comprehensive database, packed with background information and product details from all exhibitors attending TDC trade fairs and all advertisers in TDC product magazines.

“Growing day by day, this essential business intelligence is already connecting buyers to more than 100,000 quality suppliers from Hong Kong, the Chinese mainland and around the world,” says TDC Director of Publications & E-Commerce Clare Wong.

“Linked to a highly efficient search engine, we can provide customised tdctrade.com sourcing services so that buyers can find precisely the suppliers and products they need,” she adds. “They will receive a printed list of relevant exhibitors and advertisers, complete with booth numbers and product photos. The list is also available by email.”

The TDC believes that apart from buyers, tdctrade.com sourcing will also help suppliers looking to strengthen their promotional effectiveness. “The online sourcing platform will bring them into contact with genuine buyers,” Wong says, “and will do so with great precision.”

**USEFUL INFORMATION**

**AUTOMATIC TELLER MACHINES**
- Wing Lung Bank, G/F near Design Gallery, HKCEC
- HSBC Easy Banking Service Centre, Shopping Arcade, Convention Plaza
- Wing Lung Bank, Harbour Road Entrance and Shopping Arcade, Convention Plaza

**AIRPORT EXPRESS TICKETS**
- HKCEC Information Counter, Harbour Road and Expo Drive Entrances

**BANKS**
- HSBC Premier Centre at Shopping Arcade, Convention Plaza
- Wing Lung Bank at Shopping Arcade, Convention Plaza

**BOOTH BOOKING**
- Sales Office, Expo Drive Entrance for HK Toys & Games Fair
- Fair Management Office at Grand Foyer for HK Intl Stationery Fair

**BOOTH SET-UP & FACILITIES**
- Technical Services Counter

**BUSINESS CENTRES**
- operated by Fuji Xerox (HK) Ltd.
  - Hall 1A concourse
  - Room C4 at Hall 2A concourse
  - Room G2 at Hall 5A concourse
  - Hall 7 concourse
  - Grand Foyer

**BUSINESS MATCHING CONCIERGE SERVICE**
- Hall 1 concourse

**CAFE**
- Inside Halls 1, 2, 3, 5, 7 & Grand Foyer

**CLOAK ROOM**
- Hall 1B concourse

**COURIER / AIR EXPRESS**
- Customer Service Centre, Hall 1A concourse

**DESIGN GALLERY**
- Shopping Arcade, Convention Plaza

**DINING IN HONG KONG**
- Unimax Toys Limited
  - Booths: 2A22, 24, 2B21, 23
- Blue Box International Ltd
  - Booths: 1M22, 24, 1N19, 21, 23, 2B33, 35
- Berg Toys
  - Fast off the starting grid with the Ferrari FXX Exclusive two-pedal go-kart for children.

The new tdctrade.com sourcing service connects buyers to suppliers and products with great precision.
Hong Kong Toys & Games Fair 2008
Jan 7-10, 2008 | Hall 1-M02

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