

HKTDC Hong Kong Toys & Games Fair 香港玩具展
Hong Kong Toys Industry Conference -
Toys for the Future

香港玩具業會議 - 「玩」出未來

- Date 日期 : 18 / 11 / 2020 (Wednesday)
 Time 時間 : 2:30pm – 4:00pm
 Language 語言 : English & Putonghua (Simultaneous interpretation service will be provided)
 英語及普通話 (附設即時傳譯服務)
 Host 主持 : Mr Bryant Chan, Vice Chairman, Hong Kong Toys Council
 香港玩具協會副主席 陳允誠先生
 Remarks 備註 : Webinar - Click [HERE](#) to register for free
 網上論壇 - 「[按此](#)」免費登記

Programme

Time 時間	Outline 大綱
2:30pm – 3:00pm	<p>Latest Trends Not To be Missed 掌握玩具業最新趨勢 Mr Jason Tjiptadi, Research Analyst, Euromonitor International 歐睿國際分析師 Jason Tjiptadi 先生</p> <p>Q&A Session 問答環節</p> 
3:00pm – 3:30pm	<p>Sustainability for the New Era 綠色玩具新時代 Mr Alain De Rauw, International Sales Director, PlanToys</p> <p>Q&A Session 問答環節</p> 
3:30pm – 4:00pm	<p>Consumer Insights & Marketing Strategies of Toys in Greater China 大中華區玩具業的消費者分析及營銷策略 Mr Kenny Sham, Director, Head of Marketing (Hong Kong, Taiwan & Macau), LEGO Group LEGO Group 市場營銷總監 (香港/澳門/臺灣) 岑皓祺先生</p> <p>Q&A Session 問答環節</p> 

Conference Organisers:



Mr Bryant Chan, Vice Chairman, Hong Kong Toys Council

Bryant Chan, the Vice Chairman of Hong Kong Toys Council, winner of Young Industrialist Award of Hong Kong 2018, has been actively engaged in toy industry since 2011 and long been participating in wide spectrum of industrial association activities.

Being the Vice Chairman of Hong Kong Startup Council as well as the Honorary President of the Young Executive Council of Federation of Hong Kong Industries, Bryant is passionate and taking a leading role to unite a new generation of industrialists and entrepreneurs to boost the sustainable development of the industry.

As the President of Wynnewood Corporation Limited, which primarily engages in the OEM/ODM of toys, consumer and industrial products, Bryant strives to transform the company through technological innovation, led the company into the world of consumer electronics and applied a range of technologies to products, such as optical sensing, Bluetooth, IoT and more.



Mr Jason Tjiptadi, Research Analyst, Euromonitor International

Based in Singapore, Jason Tjiptadi is a Research Analyst at Euromonitor International with a focus on home and technology research.

Jason specializes in Consumer Electronics and Toys and Games research. He was part of the team which kicked off E-sports research for the first time in 2020. He also specializes in all home and technology industries with a focus on Indonesia, Malaysia, and Singapore.

Jason advises clients across home and technology industries, utilizing survey, forecasting tool and economic data. He has deep interest in the future of Toys and Games landscape as it enters the digitalization era. He also has a particular interest in E-sports development and how it will impact other industries in the future.



Mr Alain De Rauw, International Sales Director, PlanToys

Alain has been working in the toys industry for almost 30 years, including time at IMPS/PUPPY and a Belgian toy wholesale company. He joined PlanToys in 2012 as the International Sales Director to look for new business opportunities in Europe, Far East, Oceania, Latin America and Middle East.

PlanToys is the trendsetter in sustainable toys since 1981, with branches in Asia, America, Europe. Its mission is implemented through the three pillars of business -Sustainable Material, Sustainable Manufacturing and a Sustainable Mind. PlanToys has been receiving more than 70 awards from 11 countries around the world including Reddot Design Award Germany and Oppenheim Toy Portfolio Platinum Award.



Mr Kenny Sham, Director, Head of Marketing (Hong Kong, Taiwan & Macau), LEGO Group

Kenny Sham is currently the Head of Marketing of LEGO leading Digital, Branding, Retail, Community & Theatrical content marketing for Hong Kong, Taiwan & Macau region. He is also one of the key leadership members in the APAC LEGO Marketing team leading the overall APAC marketing direction.

He has all-rounded experiences in both sales and marketing across FMCG, Healthcare and Toy industry in multiple APAC markets. Having worked across various Global brands, he has strong belief in creating powerful marketing campaigns by combining local consumer insights creatively with global brand story and convert the brand desire to real sales in virtual or physical retail channel.

On the personal front, he pays strong effort on building a stronger marketing community locally by sharing his marketing and branding belief in universities and industry conferences. He also places a strong focus on mentorship to develop the builders of tomorrow while also devoting himself on supporting NGOs that work on children causes and children rights.

