

## Workshop on “Toy Distribution Channels for Domestic Sales in the Mainland – Retail Chains”

### 「國內玩具業銷售渠道」工作坊- 連鎖零售商

From traditional distribution channels – retail stores, department stores, chain stores, distributors to modern retail channel – e-commerce platform, there are various channels for Hong Kong enterprises to develop Mainland toy market. This workshop aims to assist Hong Kong toy industry players in seeking suitable channels for their businesses, and speakers will share the procedures and criteria in entering toy retail chains in the Mainland.

內地玩具業銷售渠道五花八門，由傳統的自設零售店、百貨店、連鎖店、經銷代理，到新興的網絡營銷等，各有優勢。但不同渠道所需的成本、風險都不同，港商應如何選擇合適的內銷渠道？「國內玩具業銷售渠道」工作坊將以連鎖零售商為主題，並邀請國內大型玩具連鎖店及透過連鎖店開展內銷的企業代表，詳細介紹入店程序、運作模式及產品要求等實用資訊。

Date 日期	: 7/1/2014 (Tuesday 星期二)
Time 時間	: 11:15am – 12:45pm
Venue 地點	: Meeting Room N104-105, Hong Kong Convention & Exhibition Centre 香港會議展覽中心 會議室 N104-105
Language 語言	: English (No Simultaneous Interpretation service will be provided) 英語 (不設即時傳譯服務)
Remarks 備註	: Free admission 免費入座

Time 時間	Programme 程序表
11:00am - 11:15am	Registration 登記
11:15am - 11:30am	<b>Overview on “Exploring Mainland Toy Market for Hong Kong Toy Industry through Design, Upgrade and Branding”</b> <b>「協助香港玩具業界透過設計、轉型以開發品牌及開拓內地玩具市場」項目介紹</b>  Mr John Tong, Chairman of Hong Kong Toys Council 香港玩具協會主席 湯誠正 先生
11:30am - 12:00pm	<b>Strategy on Distribution Channels of Mainland Toy Industry – Retail Chains</b> <b>內地玩具業銷售渠道攻略 - 連鎖零售商</b>  Mr Mark Murphy, Managing Director - China, Vice President, Toys”R”Us Retailing (China) Limited 玩具反斗城（中國）商貿有限公司總經理-中國及高級副總裁 慕飛馬先生
12:00pm - 12:30pm	<b>How to Develop Business in the Mainland through Retail Chains</b> <b>分享企業如何利用連鎖零售商開展內銷</b>  Ms Jacqueline Vong, Vice President, King Bee Toys 金比爾貿易有限公司副總裁 馮寶儀小姐
12:30pm - 12:45pm	Q & A Session 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。
- 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 Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

**Organisers 主辦機構:**
**Funded by 撥款資助:**

**香港工業總會**  
**FHKI**  
 Federation of  
 Hong Kong Industries

**香港玩具協會**  
**Hong Kong Toys Council**

**香港玩具廠商會**  
**THE TOYS MANUFACTURERS'**  
**ASSOCIATION OF HONG KONG**

由香港特別行政區政府  
 「發展品牌、升級轉型及拓展內銷市場的  
 專項基金」(機構支援計劃) 撥款資助  
 Funded by the Dedicated Fund on Branding,  
 Upgrading and Domestic Sales (Organization  
 Support Programme) of the Government of  
 the Hong Kong Special Administrative Region

The Organisers reserve the right to alter the programme without notification. 以上內容及編排以主辦機構最後公佈為準

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「在此刊物上／活動內(或項目小組成員)表達的任何意見、研究成果、結論或建議，並不代表香港特別行政區政府、工業貿易署或中小企業發展支援基金及發展品牌、升級轉型及拓展內銷市場的專項基金(機構支援計劃)評審委員會的觀點。」

## SPEAKER PROFILES

### **Speaker 講者：Mr Mark Murphy (慕飛馬先生)**



As the Managing Director - China, Mr Murphy provides leadership for the company's growth strategy in China, including merchandising, marketing, store operations and e-commerce initiatives. He also oversees the company's product sourcing and quality assurance office in Shenzhen, China, which sources items from around the world for the company's growing private brands businesses. In this capacity, Mr Murphy also leads efforts to ensure the company's proprietary products meet industry and regulatory standards, as well as the strict standards mandated by Toys"R"Us, Inc., and that facilities used to manufacture these items meet the company's strict code of ethical conduct.

As a seasoned retail veteran with nearly 30 years of related experience, Mr Murphy joined Toys"R"Us, Inc. in April 2009 as Senior Vice President, "R"Us Brands. In this role, he was responsible for driving increased sales and profitability for the company through the development of proprietary products including toys, juvenile apparel, juvenile home and gear. He worked closely with the merchant and consumer teams to meet customer demands for products that feature quality, value and choice. Mr Murphy's team was also responsible for recommending potential products, line extensions, item refreshers and value packs for inclusion in inventory assortments. He was promoted to his current role in August 2012.

Prior to joining the company, he worked at Tesco, where he served as Commercial Director Tesco PLC and Chairman and CEO of Tesco Joint Buying Service, Shanghai Co. Ltd. He also spent 17 years at Target Corporation in various leadership roles, including Senior Vice President of Target Sourcing Services.

### **Speaker 講者：Ms Jacqueline Vong (馮寶儀小姐)**



Hong Kong based, Ms Vong is a first generation Canadian (her parents are natives of Shanghai and Hong Kong), currently exploring a passion-fuelled adventure working abroad in the mainland China market, with a Western twist! Ms Vong graduated at McGill University in Canada with a major in Economics, marketing and east asian studies. She began her career in 2003 at Spin Master toys and has continued throughout the last decade to specialize her skill set in children's entertainment and consumer products through positions with such global organizations as Nelvana Enterprises and Mattel Canada. Following a lifelong love of the toy and licensing business, recently she expanded her professional realm to a managerial role leading marketing, product development and licensing with Hong Kong-based King Bee Toys focused on the China market. A world traveller and fervent writer, Jacqueline is a frequent contributor to a variety of publications worldwide, including Global Toy News, the Huffington Post Canada, The Travel Presse, Afar media and Fusia Magazine.