

Seminar on
“Market Trends of Baby Care Products for the New Generation”
「新世代嬰兒產品市場趨勢」研討會

This seminar examines the latest trends of baby care products for infant of the new generation through analysing the situation in market markets, sharing of success story by a local baby company and looking into market drivers from a supplier's perspective.

Date 日期	: 6 / 1 / 2014 (Monday 星期一)
Time 時間	: 2:15pm – 3:15pm
Venue 地點	: Product Launch Area, Hall 3E South Concourse, HKCEC 香港會議展覽中心展覽廳 3E 南大堂「產品推廣及發布區」
Language 語言	: English and Putonghua 英語及普通話 (No simultaneous interpretation service is provided 不設即時傳譯服務)
Remarks 備註	: Free admission

Programme 程序表	
2:00pm – 2:15am	Registration 登記
2:15pm – 2:35pm	Infant Product Trends in Mature Markets 成熟市場的嬰兒用品新趨勢 Ms Sarai Johnson, Assistant Editor, Baby & Children's Product News, US Q & A Session 答問環節
2:35pm – 2:55pm	Success Story Sharing: A Hong Kong One-stop Baby & Child Care Company 本港嬰幼兒企業成功經驗分享 Mr Eugene Yau, Founder & CEO of Eugene Group 荷花集團創辦人及行政總裁 尤金先生 Q & A Session 答問環節
2:55pm – 3:15pm	Trends and Driver in Baby Care Products from a Plastic Supplier's Perspective 從塑膠生產商的角度剖釋嬰兒產品趨勢 Mr Rick Chen, Application Marketing Manager, Borouge 博祿應用市場部經理 陳庸天先生 Q & A Session 答問環節

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。

6-9/1/2014

ABOUT THE SPEAKERS 講者簡介

Ms Sarai Johnson, Assistant Editor, Baby & Children's Product News, US

Sarai Johnson is an experienced writer and editor and has worked for Baby & Children's Product News magazine since 2011. She is presently also completing a degree in print and online journalism at Howard University in Washington D.C.. Beyond her experience with the magazine, which has included writing features about new products and industry shows, she has personal experience with young children through her niece. Honors have included writing awards and scholarships, and she was a Pulliam Fellow last year at the Indianapolis (IN) Star. Sarai knows about trends in the baby product market from the press releases that cross her desk and is familiar with the industry through social media as well.

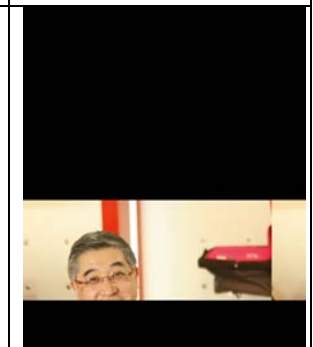


Mr Eugene Yau, Founder & CEO, Eugene Group Ltd.

Mr. Yau established "Eugene Group" in 80s. Business includes Retail, Exhibition, Advertising, Publishing, Wholesaling and Website. Eugene Group operates 4 monthly magazines as well as a series of books, and also hosts 2 renowned large-scale exhibitions yearly, which target in pregnancy, baby & child. It has now operated 7 mega retail chain stores in Hong Kong; 200 international brands with more than 40,000 kinds of products are on shelf.

荷花集團創辦人及行政總裁 尤金先生

尤金先生白手興家，於八十年代始創「荷花集團」，業務涉及零售、博覽、廣告、出版、批發及網站。集團經營 4 本育兒親子月刊及數百本叢書，更每年舉辦兩次嬰兒、兒童用品的大型博覽會。現時擁有 7 間全港最具規模的孕婦及嬰幼兒用品連鎖專門店，銷售 200 個世界品牌，逾 40,000 種優質產品。



Mr Rick Chen, Application Marketing Manager, Borouge

Experience: 8 years of PP sales, 5 years of PP marketing. Vast experience in handling juvenile care/toy molder and maintaining close relationships with brand owners

博祿應用市場部經理 陳庸天先生

個人經歷: 8年聚丙烯業務, 5年聚丙烯亞洲市場行銷經理。曾直接負責嬰童用品與玩具製造商業務，並與各大品牌保持聯繫

