

**Hong Kong Toys Industry Conference 2014 –  
 “Global Challenges & Opportunities”  
 香港玩具業會議 2014 — 「環球挑戰與機遇」**

**Programme**

Date 日期: 8 January 2014 (Wednesday 星期三)  
 Time 時間: 10:00am – 12:30pm  
 Venue 地點: Room N101, HKCEC 香港會議展覽中心 會議室 N101  
 Language 語言: English (Simultaneous interpretation in Putonghua will be provided)  
 英語 (附設普通話即時傳譯服務)  
 Remarks 備註: Free admission 免費入場

Time 時間	Outline 大綱
9:30am – 10:00am	Registration 登記
10:00am – 10:10am	<b>Welcoming Remarks 致歡迎辭</b> Conference Chairman: Mr Yeung Chi Kong, Chairman of HKTDC Toys Advisory Committee 研討會主席：香港貿易發展局玩具業諮詢委員會主席 楊子江先生  <b>Souvenir Presentation &amp; Group Photo with speakers</b> 致送紀念品及拍攝團體照
10:10am – 10:40am	<b>Latest Developments of Toy Safety Directive and EN 71 Standards</b> 歐洲玩具安全指令及 EN 71 標準的最新發展  Mr Jürgen Vogelgesang, Policy Officer, DG Enterprise and Industry, European Commission Mr Christian Wetterberg, LEGO Group, Chair of the European and International Toy Safety Standardization Committees
10:40am – 11:05am	<i>To Be Confirmed</i>  Mr Marc Schoem, Deputy Director, Office of Compliance and Field Operations, U.S. Consumer Product Safety Commission
11:05am – 11:30am	<b>Coping with Chemical Challenge 應付化學要求的挑戰</b>  Dr Vincent Tam, Technical Chair, Hong Kong Toys Council 香港玩具協會技術委員會主席 譚偉謀博士
11:30am – 11:50am	<b>Questions &amp; Answers Section 問答環節</b>  Moderator: Mr Lawrence Chan, Honorary President of Hong Kong Toys Council 主持人：香港玩具協會 榮譽主席 陳永麟 先生
11:50am – 12:10pm	<b>Characteristics and Trends of Toy Market on the Mainland</b> 內地玩具市場的特點及發展趨勢  Ms Alice Tsang, Economist, Hong Kong Trade Development Council 香港貿易發展局經濟師 曾詩韻小姐
12:10am – 12:30pm	<b>Questions &amp; Answers Section 問答環節</b>  Moderator: Mr John Tong, Chairman of Hong Kong Toys Council 主持人：香港玩具協會主席 湯誠正 先生

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 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做另行通告。

Organisers:



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

## **SPEAKER PROFILES**

### **Speaker 講者 : Mr Jürgen Vogelgesang**



Mr Vogelgesang works in Brussels, Belgium, at the European Commission's Directorate General for Enterprise and Industry, in the Unit on Internal Market and its International Dimension. He is working on all scientific-technical issues regarding the safety of toys, in particular chemicals and including notifications to the European Rapid Alert System for Dangerous Consumer Products (RAPEX).

Previously he belonged to the European Commission's Directorate General for Health and Consumers, working on risk assessment of consumer products in general and on risk management of specific consumer products in particular (lighters, fire-"safe" cigarettes, chemical risk from seatings and shoes).

Before that he worked in Directorate General Environment (chemicals legislation including REACH), preceded by work on research funding in Directorate General Research and Innovation. He is a food chemist by education and has a related PhD, he started his professional career in the market surveillance of food.

### **Presentation Outline 演講大綱**

Since July 2013, new chemical requirements for toys have come into force in the European Union through the Toy Safety Directive. Mr Vogelgesang will give an introduction to these new elements. These changes have also necessitated some new accompanying standards that ensure conformity with the Directive.

### **Speaker 講者 : Mr Marc Schoem**



Mr Schoem is presently serving at the U.S. Consumer Product Safety Commission and is responsible for directing the educational and outreach activities for domestic and international stakeholders, including foreign governments, academic institutions, manufacturers, small businesses, retailers, and resellers.

In his regular capacity as Deputy Director, Office of Compliance and Field Operations, he is responsible for directing Commission headquarters and field office investigations of potentially defective non-regulated and violative regulated consumer products. Mr Schoem also directs the negotiation and implementation of product recalls ensuring timely notification and correction of the hazardous products. Additionally, Mr Schoem is responsible for the review and investigation of industry compliance with the reporting requirements under the Acts administered by the Commission.

Since joining the Commission in 1974, Mr Schoem has served in a number of positions in its Bureau of Information and Education and the Office of Compliance. In the Office of Compliance he has been responsible for the investigation of product defects and the subsequent correction of defects involving hundreds of different products.

Under Mr Schoem's direction, the Innovations in American Government Award winning Fast Track Product Recall Program was established and implemented. Mr Schoem is a frequent speaker at various Commission, global regulator and industry sponsored meetings and workshops on industry reporting obligations and the development and implementation of compliance product safety programs and product recalls. Mr Schoem is a graduate of the University of Maryland.

### Speaker 講者：Mr Christian Wetterberg



Mr Wetterberg joined the LEGO Group in 2010 and is Director in External Relations. His areas of responsibility include for example legislation and standardization in the area of toy safety. He is the chairman of the Technical committees for the safety of toys in both the European Committee for Standardisation (CEN TC 52) – since 2012 - and the International Organization for Standardisation (ISO TC 181) – since 2008. Before becoming chairman of TC 52, he was convenor of TC 52/WG 3 (Mechanical and physical properties) for 8 years.

He also works actively as a technical expert in Toy Industries of Europe and in the Swedish Toy Association and is often invited as speaker at national and international toy safety events.

Before joining the LEGO Group, he worked as Marketing manager at the Swedish Machinery Testing Institute (SMP Svensk Maskinprovning). SMP offered accredited and unaccredited services in the fields of testing, inspection and certification, mainly within the sector of machine safety.

Mr Wetterberg graduated with a Master of Science in Agricultural Engineering from the Swedish University of Agricultural Sciences in 1989. He also holds a Diploma of Marketing Management from IHM Business School (Management College), Stockholm.

### Presentation Outline 演講大綱

Since July 2013, new chemical requirements for toys have come into force in the European Union through the Toy Safety Directive. Mr Wetterberg will speak about the standards that have been newly published and those that are still under preparation.

### Speaker 講者：Dr Vincent Tam (譚偉謀博士)



Dr Tam is responsible for planning and managing systems and long-term improvement initiatives for Jetta Company Limited, including but not limit to quality management system, environmental management system, occupational health and safety management system, social responsibility management system, knowledge management system and Scheme A Graduate Engineer training program.

Dr Tam received a Doctor of Business Administration from the Hong Kong Polytechnic University, a Master Degree in Occupational Health and Safety Management from the University of Western Sydney, a Master Degree in Quality Management from the Hong Kong Polytechnic University, a Master Degree in Business Administration from the University of Warwick, and a Bachelor Degree in Mechanical Engineering from the University of Hong Kong.

Dr Tam serves as a member of the Technical Advisory Council of the International Council of Toy Industries CARE Foundation, and is a member of the Executive Committee of The Hong Kong Toys Council. Dr Tam is a member of The Hong Kong Institution of Engineers and a member of the American Society for Quality.

### Presentation Outline 演講大綱

In recent years there were many new chemical requirements added to toy safety legislation. This trend is expected to continue in the next few years. These newly added chemical requirements pose a great challenge to the toy industry.

It is the responsibility of various toy industry stakeholders, including importers, brands, factories, etc., to comply with the new chemical requirements. My presentation will be divided into two parts. The first part will introduce various tools and methodologies that the toy industry stakeholders should seriously consider in order to ensure compliance to the new chemical requirements. The second part of the presentation will provide an update of CMD (Chemical Management Database), a tool which was commissioned by the Hong Kong Toys Council two years ago to help toy industry stakeholders to cope with the new chemical requirements.

**Speaker 講者：Ms Alice Tsang (曾詩韻小姐)**

Ms Tsang is an Economist of the Greater China Research Team at the Hong Kong Trade Development Council. Her main areas of research include consumer market, consumer behaviour, and trade and investment policy of Chinese mainland, as well as economic relations between the Chinese mainland, Taiwan and Hong Kong.

**Presentation Outline 演講大綱**

There are currently 223 million people under age 14 in China, accounting for 16.5% of the country's total population. Regardless of the age of the children, the main motivation of parents buying toys for their children is to develop their intelligence and inspire their creativeness and imagination. Hence, for toys they are going to purchase in the future, parents would prefer educational and intelligence inspiring toys.

This presentation will be divided into three parts. The first part will investigate parents' consideration factors in toy purchase. The second part will identify the characteristics and trend of toy market in the mainland. The third part will explore the shopping channels for toy.