

Hong Kong Baby Products Fair

香港嬰兒用品展

9-12/1/2012

Seminar on “Uncovering the Latest Consumer Trends, Safety Directives & Design Requirements of Baby Products”
「嬰兒用品市場展望、法規及產品設計巡禮」研討會

Date 日期 : 9 /1/ 2012 (Monday 星期一)
 Time 時間 : 3:30pm – 4:30pm
 Venue 地點 : Room S428, Hong Kong Convention & Exhibition Centre
 香港會議展覽中心 會議室S428
 Language 語言 : English 英語
 Remarks 備註 : Free admission 免費入座

Programme 程序表

3:15pm – 3:30pm	Registration 登記
3:30pm – 3:50pm	<p>Overview of Baby Products Market in Eastern Europe 新興嬰兒用品市場 - 東歐</p> <p>The presentation will focus on potential, consumer preference and new trends of baby products in the Eastern European market.</p> <p>By Mr Marek Jankowski, Editor in Chief of Branza Dzieciecia, the leading Polish B2B magazine covering toys and baby care products 波蘭最大玩具及嬰兒用品商貿雜誌 Branza Dzieciecia 總編輯 Mr Marek Jankowski</p> <p>Q & A Session 答問環節</p>
3:50pm – 4:10pm	<p>Safety Requirements of Baby Products 嬰兒用品之安全指引</p> <p>This presentation will share expert's insights in juvenile products, especially focus on American and European market. A study on the common failures of juvenile products would be covered, as well as the introduction of worldwide regulations matrix including Chinese GB standard. The information definitely helps the industry to understand the essential elements outlined in the safety standard, providing quality assurance solution in order to achieve a higher standard of quality juvenile products.</p> <p>By Mr Michael Wüst, Technical Manager for mechanical products of the Intertek Global Hardline team 天祥集團 國際雜貨測試實驗室技術經理 Mr Michael Wüst</p> <p>Q & A Session 答問環節</p>
4:10pm – 4:30pm	<p>Safety Requirements for the Design of Baby Products 剖析嬰兒產品設計安全性</p> <p>Many popular baby products like toys are harmless when used by adults, but bear a high risk for toddlers. This presentation will explain where the danger lurks, but also which precautions are necessary, like focusing on age-related and skill-adapted toys. The presentation will also cover European resp. German DIN standards for toys, strollers and car seats to identify and avoid dangerous product design.</p> <p>By Dr Med Michael Andreas Kandler, Specialist for Paediatrics and Private Lecturer, Nuernberg, Germany 德國紐倫堡註冊兒科專科醫生及講師 Dr Med Michael Andreas Kandler</p> <p>Q & A Session 答問環節</p>

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知。

About the Speakers 講者簡介

Mr Marek Jankowski graduated with honors in marketing information management at the Wroclaw University of Economics, Poland and completed postgraduate studies in the field of SMEs financial management. He worked as a radio journalist for 8 years and then started his own company. It was a first child development centre in Poland, where parents with 6 months and older babies could have come and play educational games in small groups led by pedagogues. In 2008 he started to publish Branza Dziecieca, which is now the leading Polish business-to-business magazine covering toys and baby care products sector. In 2011 Mr Jankowski was elected for a Board Member of Polish Toy Association. He is an author of two books: "Little Big Company" (2008) and "Traps of Small Business" (2011).



Mr Michael Wüst is Technical Manager for mechanical products of the Intertek Global Hardline team, and is responsible for the product safety certification of mechanical products for the German market.

He is a certified Toolmaker and has degrees in Mechanical Engineering and apprentice teaching & training. For Intertek he has been instrumental in the successful development of the mechanical Consumer Product Safety Certification system in Asia for the German GS-mark, and has planned and set-up the mechanical testing laboratory in Wiesbaden, Germany in mid 2002. He has further been actively involved in the planning and set-up of new laboratories in Vietnam and Indonesia, as well as the new mechanical laboratory in Shanghai / China.



Dr Med Michael Andreas Kandler graduated in human medicine at the University of Erlangen-Nuernberg, Germany; his habilitation in paediatrics followed during his work for the intensive care unit of the university clinic. Dr. Kandler specialized on paediatric pulmonology, neonatology and emergency medicine. He was head of a clinical research group for years. At present he works in his own private practice and as lecturer at the University of Erlangen-Nuernberg. In his work as an emergency physician Dr. Kandler has gained experience of the consequences of fatal use of toys or dangerous product design. He has developed a sensitive approach on baby and children's products that can lead to severe injuries or even the death of a child. He advises companies on the correct design and use of baby monitors, toys and other baby products.

