

**Symposium on Toy Sourcing –
Smart Procurement and Updates on Market Trends & Opportunities**
「探討玩具採購策略 – 精明採購及分析市場趨勢與機遇」研討會

Date 日期 : 10/1/2012 (Tuesday)
Time 時間 : 2:30pm – 5pm
Venue 地點 : Meeting Room N106-108, Hong Kong Convention & Exhibition Centre
香港會議展覽中心 會議室 N106-108
Language 語言 : English (with Simultaneous Interpretation service in Putonghua)
英語 (設普通話即時傳譯服務)
Remarks 備註 : Free admission 免費入座

Time 時間	Programme 程序表
2:15pm-2:30pm	Registration 登記
2:30pm-2:50pm	Session (1): Latest Market Performance of Toys & Games <i>Speaker: Ms Jane Zimmy, Global Toys, NPD Group, Inc.</i>
2:50pm-3:30pm	Session (2): Latest Supply Condition in the Chinese mainland and Procurement Direction <i>Speaker: Mr Yeung Chi Kong, Executive Committee Member of Hong Kong Toys Council, Executive Vice-President of the Toys Manufacturers' Association of Hong Kong</i>
3:30pm-3:40pm	Questions and Answers
3:40pm-3:50pm	Coffee Break
3:50pm-4:50pm	Session (3): Updates on Market Trends, Challenges and Opportunities <i>Speakers:</i> <ul style="list-style-type: none">- Ms Genna Rosenberg, Executive Vice President, Strategic Marketing, Communications & Business Development, Imperial Toy (US)- Mr Jeremy Padawer, Executive Vice President of Marketing, Jakks Pacific (US)- Mr Matt Nuccio, President, Design Edge (US)- Mr Josh Lorezel, Senior Vice President, Zing Toys (US)- Ms Shirley Price, Senior Vice President, Funrise Toys (US) <i>Moderator: Mr Chris Byrne, aNb Media, LLC.</i>
4:50pm-5pm	Questions and Answers
5pm	End of Programme

Organiser 主辦機構 :



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。

About the Speakers 講者簡介:
Ms Jane Zimmy
Global Toys, The NPD Group, Inc.

Ms. Zimmy is a 35 year employee of the NPD Group, an innovative global market research company with offices in 20 countries. She has focused on the Toy industry for most of her career, managing NPD's global initiatives for Toys since October 2007. In this role, she is responsible for identifying business opportunities in the toys and games, increasing the awareness of NPD products around the globe, and fostering communication among her regional counterparts in US, Europe and Australia. Today NPD is collectively working with more than 200 companies in the Toys, Licensing and Juvenile Products industries.



Ms. Zimmy has headed business units in both the U.S. and Europe. Among her accomplishments was leading the development of NPD's first industry specific retail panel in the U.S. for Toys. Several years later, she took a leadership role in NPD's expansion of consumer and retail services into Europe and Australia, working with several multi-national clients, retailers and research suppliers.

Ms. Zimmy joined NPD directly after receiving her MBA degree from the University of Chicago, Booth School of Business. She holds a B.A. in Mathematics from Mount Holyoke College. Ms. Zimmy has spoken at several International Council of Toy Industries events, Women in Toys meetings and Spielwarenmesse tours.

Mr Yeung Chi Kong
Executive Committee Member of Hong Kong Toys Council, Executive Vice-President of the Toys Manufacturers' Association of Hong Kong

Mr Yeung is the Vice Chairman of Blue Box Group of Companies. The Company was established in 1952. It is a leading toy manufacturer of infant and preschool, boys, girls, electronic and collectables. Headquarter is located in Hong Kong with overseas sales office in USA. Production factories are situated in Dongguan with a total area of over 100,000 sq. meters, employing 7,000 workers.



- Member, Toys Advisory Committee, Hong Kong Trade Development Council (1997- Present)
- Executive Vice President, The Toys Manufacturers' Association of Hong Kong Ltd (2000-Present)
- Executive Committee Member, The Hong Kong Toys Council (2000- Present)
- Vice Chairman, The Hong Kong Toys Council (2005-2007)
- Mentor, SME Mentorship Programme, Trade and Industry Department (2002-Present)
- Member, Toys and Children's Products Safety Appeal Board Panel, The Government of the HKSAR (2004-Present)
- Member, DesignSmart Initiative Assessment Panel, Innovation and Technology Commission (2006-Present)

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