

Organiser



Implementation Agent



Funded by Trade and Industrial Organisation Support Fund,
Trade and Industry Department



工商機構支援基金

Trade and Industrial Organisation Support Fund

"A campaign to upgrade technology of Hong Kong collectible toy industry and exploration of Japan and the Mainland markets"

Dissemination Seminar

To promote the upgrade of production technology in Hong Kong's collectible toy industry and explore international markets, Hong Kong Brand Toy Association secured funding from the Trade and Industry Department's "Trade and Industrial Organisation Support Fund".

Recently, we established the "Hong Kong Pavilion" at the Tokyo Toy Show, the largest toy exhibition globally, and at the China Toy Expo. This showcased the innovative technologies and capabilities of Hong Kong's collectible toy industry, highlighting its professional image in design and production.

The upcoming project results sharing session will provide an overview of the "Hong Kong Pavilion" and feature insights from industry participants. They will share their experiences, market information, and potential business opportunities. Through this exchange, we aim to help attendees understand customer requirements from various regions and enhance the ability of Hong Kong's branded toy industry to expand into international markets.



21 February 2025 (Fri)
2:30-5:30 pm



Inno Network, 1/F, HKPC Building,
78 Tat Chee Avenue, Kowloon



Cantonese



Brand toy industry related practitioners
A quota of about 60 people

REGISTER
NOW!



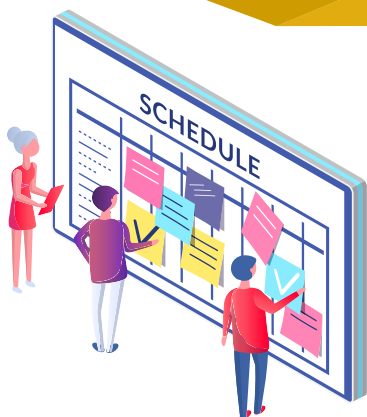
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Rundown

- 2:30 – 2:45 pm** **Welcome speech**
- 2:45 – 4:00 pm** **Market information and business expansion opportunities for Japanese and mainland brand toys**
- 4:00 – 5:00 pm** **Experience sharing from "Tokyo Toy Show" and "China Toy Expo"**
- 5:00 – 5:30 pm** **Q & A**

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