

## **Spielwarenmesse International Toy Fair Nuremberg 2010: 51 exhibitors present new products at the Hong Kong combined stand**

Date: 02-05-2010 10:46 AM CET

Category: [Leisure, Entertainment, Miscellaneous](#)

Press release from: [Hong Kong Trade Development Council \(HKTDC\)](#)



Frankfurt am Main / February 3, 2010

From February 4 to 9, 2010, a total of 108 toy manufacturers (2009: 169) from Hong Kong will be exhibiting their products when the industry gets together for the 61st time at the Spielwarenmesse International Toy Fair in Nuremberg. Under the roof of the combined stand in Hall 12.0, G-01-1, the Hong Kong Trade Development Council (HKTDC) has gathered together 51 exhibitors (2009: 54) from Hong Kong.

Mystical board games and musical instruments, miniature collector items or plastic animals that grow in water: Hong Kong's manufacturers will be exhibiting traditional toys, games for indoors and out, multi-media applications and ideas for fun and games at the swimming pool.

Second place maintained

In 2009 Hong Kong was once again able to maintain its position as second largest supplier of toys worldwide behind China. In 2009, Hong Kong's toy exports at USD 12.1 billion were 10 % lower than the comparable period of the previous year. Germany continues to be Hong Kong's third most important trade partner. Whilst exports to Germany were only slightly down on those of 2008, an increase of 30.8 % was achieved with imports to Hong Kong.

The majority of products exported from Hong Kong in 2009 consisted of party articles, tabletop, board and parlour games, followed by outdoor and model toys, dolls, puzzles and video games. The special administrative region will continue to be placing great importance on toy safety and quality. "Hong Kong aims to promote and expand six business areas in the coming years. These include the inspection and certification of products – an important topic for the toy industry," explained Winchell

Cheung, Director Germany and Central Europe of the HKTDC, in the lead up to the toy fair.

#### Scientific fun and games – for the sake of the environment

Products that generate enjoyment in learning, promote creativity, help to discover musical talents and train computer skills and environmental awareness continue to be the highest revenue earners in the toy industry. These days they account for more than 62 % of Hong Kong's toy exports. A recycling game with the highly popular "Professor Ein-O" is aimed at children aged eight years and above. With "Professor Ein-O", schoolchildren learn at play how the recycling system works and how it can help the environment. Using the construction kits, children can recycle paper, build a filter system for water and develop useful ideas for daily environmental protection. The educational games from COG Ltd., including the well-known figures "Trixy and Troy", are available for a variety of age groups.

Among the finalists for the "Toy Innovation Award" in 2009, Amazing Toys Ltd. will once again be present at Nuremberg with environmentally friendly and scientifically oriented construction kits. Eco-electricity can be produced in three ways: Two to three minutes playing time can be achieved with 10 minutes sunlight, cranking the generator for 5 minutes, or 20 minutes of wind power (~6M./sec.). Up to five different designs are possible with the kits. The stored energy can be used to operate LED lamps, windmill, waterwheel or lighthouse.

The extensive product range of Supersonics Electric Co. is aimed at training musical understanding and creativity. At Nuremberg, the manufacturer will be exhibiting, among other products, a keyboard with karaoke microphone, a digital tabletop drum kit and an audio pro digital guitar which has an MP3 connection.

#### Splash Pod – the new beach ball

Under the name of "Splash Pod", the traditional beach ball has been redefined by the company Basic Concepts Int. Ltd.. One half of the ball is filled with water before being fitted together – and that's when the fun begins. When it bursts, the player with the ball gets wet. The plastic animals from Acarda International Co. Ltd. are also like water. When they come into contact with it, they grow within 48 hours. Whether dinosaurs, turtles, sharks or starfish – the new series of Animal Kingdom Sea Creatures guarantees fun and amazement. The stylish scooters from the company Nicer Industrial Ltd. are great for safe exercise. At Nuremberg, they will be presenting for the first time a lightweight, foldaway scooter in the trend colour of black with front and rear lights.

#### Wooden toys for the really young

Times of financial crisis have put traditional toys back in high demand. Whether the cute "Olibär" in a wide variety of designs from the company Take Me (Far East) Ltd., the wooden puppet theatre and the glove puppets from Yick Wah Plastic Factory Ltd. or the wooden puzzles of Cross Strategy Products Ltd., all of them bring classical toys in modernised form into nurseries and playrooms and remain children's favourites.

The Multi Activity Drum from Wizard Industries Co., the infrared controlled mini-vehicles from Jackpot Industrial Ltd. and the construction kits from Intersolutions HK Ltd. are also aimed at the youngest of children. Coloured buttons, large symbols and easy to hold elements train infants' motor function and dexterity.

#### Hong Kong Toys & Games Fair attracts more visitors in 2010

Hong Kong Trade Development Council is the organiser of the HKTDC Hong Kong Toys & Games Fair, the second largest toy fair in the world. Around 2,500 national and international exhibitors attended the fair between January 11 and 14, 2010, when the fair was held for the 36th time. More than 33,000 visitors (2009: 29,000) informed themselves about the latest developments in the toy sector, including information about new international quality and safety requirements for toys. In 2010, the "Open Dialogue on Toy Safety" workshop, organised by APEC Toy Safety Initiative, once again brought together around 400 representatives from throughout the toy industry.

14,000 guests visited the Hong Kong Licensing Show which took place at the same time.

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is the global marketing arm for Hong Kong-based manufacturers, traders and service providers. With more than 40 offices worldwide, including 11 on the Chinese

mainland, the HKTDC promotes Hong Kong as a platform for doing business with the mainland and Asia. The HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and on the mainland, while providing information via trade publications, research reports and online.

Contact for editorial:

Christiane Koesling, HKTDC  
Kreuzerhohl 5-7  
60439 Frankfurt, Germany  
Tel: 069 - 9 57 72 - 161  
Fax: 069 - 9 57 72 - 200  
E-mail: [christiane.koesling@hktdc.org](mailto:christiane.koesling@hktdc.org)

Information on the Internet: [www.hktdc.com/](http://www.hktdc.com/)  
Business contacts: [businessmatching.hktdc.com](http://businessmatching.hktdc.com)

[You can find this press release here](#)