



Hong Kong

TOYS & GAMES

香港玩具展 Fair

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<http://hktoyfair.com>

Endorsed by



Union des Foires
Internationales

Pacific China Industries Ltd

Well rounded

Hong Kong-based Robert Kushner's design house, Pacific China Industries Ltd, likes to take top end design ideas and re-engineer them for the mass market.

This year's Fair has seen Kushner unveil his latest bid for the mass market, with a magnetic construction pack that is designed to entertain kids and adults alike.

He says: "This was an old item from the United States more than 30 years ago which was brought back by an Italian company and sold in very, very expensive stores.

"We have made it in Asia as a mass market item. We now want to develop new markets, particularly in Japan. This is why we come here to the fair – to meet new buyers and see existing ones."



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