

**THE MIDDLE EAST'S
LEADING TRADE
FAIR**



SHOW NEWS

**TRADE
ONLY**

Dubai World Trade Centre
May 28 - 30, 2005

Open Daily from 10am to 1pm
and from 5pm to 9pm

Welcome to the leading Toy Trade Fair in the Middle East where you can see thousands of products from all over the world.

The 2005 Middle East Toy Fair will this year be bigger and better than ever before and will feature special sections for baby and infant products as well as for stationery and back to school items.

This year's show will be a truly international event

with exhibitors participating from more than 30 countries including Germany, Italy, France, Spain, Netherlands, UK, Greece, Thailand, China, Taiwan, Hong Kong, Turkey, United Arab Emirates, Qatar, Jordan, Philippines, Lebanon, Malaysia, Australia, Saudi Arabia, Korea, Egypt, India, Syria and Brazil.

Both the German and the Thai Toy associations will be presenting their largest ever groups to exhibit in the region and once again Disney Jawa Enterprises will be making a host of new announcements during the show. Both the Italian and Spanish Toy Associations are fielding good groups this

year's event with many new product offerings.

This newsletter is created purely to give you a sample of what is on show and we hope you will join us at the show to see the full range of products at the region's premier toy trade event.

ACTICO LTD. was established in 1998 and is specialized in manufacturing a wide range of plush toys and plastic products. Their R&D department is constantly developing new products to keep up with the rapid changes of the global market and with extensive knowledge and experiences to carry out design, tooling, moulding, assembling, packaging etc. Buyer's design and specifications are welcome!



AD & PACK PRODUCTION CO., LTD.

has been serving colleges for many years by providing high quality catalogues and brochures to introduce their products and services locally and internationally. The company is:

- ♦ providing banners, hangers, flags, for launching a new product or promoting a new sales campaign.
- ♦ providing display units which are made from corrugated paper, beautifully designed and strongly built used to expand product shelf spaces and increase point of sales units in the convenient stores and supermarkets as well.

APACHE INDUSTRIAL

CORPORATION CO., LTD. is one of the best quality brand for chain-driven go karts. They are in business for more than 30 years

and their 'Apache' go karts are exported worldwide. 'Apache Junior' activity toys such as swings, see saw are also another high quality brand of activity toys for children's outdoor play. Quality and safety are their first priority concerns for their production and product development.



ARABIAN ANTI-PIRACY ALLIANCE

(AAA) is a company that specializes in working with the authorities and rights holders to combat piracy. The AAA bases its comprehensive results orientated program on case management, public relations, training and liaising with the authorities for effective enforcement. They are not an investigation company, but rather a company that specializes in combating piracy. AAA will not only liaise with the authorities for enforcement, but will also organize roundtable discussions with the leadership of the country and rights holders, provide submissions to USTR, provide training seminars to the authorities and routinely talk to the press. Website: <http://www.aaa.co.ae>

ARABIAN ETHICALS/DUBAI & MAPA GMBH/GERMANY

for nearly 50 years now NUK have made it their responsibility to support and promote the natural development of children - with products that are optimally tuned to the needs of both mother and child. This begins with the nursing aids from the NUK Pro Breastfeeding System and a complete product range of bottle feeding

and infant feeds. Products such as soothers and teething rings promote the healthy development of the mouth and jaw area. Beneficial hygiene and household products help make the work in the baby household easier. The high quality toys with their child-friendly editions make ideal gifts and also help promote the child's development through play.

ARABIC TRIANGLE is the official licensee and distributor of Disney in the Middle East for several items like apparel, shoes, fashion & hair accessories, toys, socks, Disney fashion bags, stationery, slippers, towels and are considered one of the biggest companies in the Middle East region. They have the biggest collection for girls toys such as Barbie, toys & puzzles, McDonalds toys and Spiderman bikes as well as the Italian License KIKKO, clothes & shoes for new born children.



ASEPRI the Spanish Children's Wear Manufacturers Association, is a group of companies who have decided to combine all their efforts and cooperate in implementing the necessary measures and activities in order to promote the competitiveness of all member companies. The member companies conduct their professional activities in the following sub-sectors: External wear and underwear for children, boys and girls; Layette and Complements; Ceremony; Baby and Child Footwear; Maternity Wear; Complements and Accessories; Heavy and Light Childcare; Articles for Decoration. ASEPRI is an experienced organization working to promote exporting activities. They in

ASEPRI believe that they are fully capable of representing and acting in behalf of this sector with great economic and social impact.

ASSOGIOCATTOLI the association was founded in 1947, is one of the most historic of its kind and its 110 members represent almost all the businesses operating in the Christmas and party decoration, with toys and games, hobby and model making, baby and child care sectors. Their companies have always been in the front line and the first to offer products compliant with European regulations (EN standards); they have created the Istituto Italiano Sicurezza Giocattoli (Italian Toy Safety Institute) for verification of product conformity with the actual standards. The standards actually cover not only toys, but also Christmas decorations and baby products. Assogiocattoli attaches great importance to the use of the most traditional materials like wood and tin, but also to the most popular like plastic, and along the way they take in electronics which render any game or Christmas decoration more lifelike or authentic.



ATELIERS DEVILLERS: THE PASSION OF WOOD

Located in a beautiful and wooded region of France, called Franche-Comté, ATELIERS DEVILLERS has been manufacturing fine nursery and children's furniture for more than 50 years. Made of solid wood from pine, beech, oak and / or



lacquered MDF, their furniture are entirely made in their factory, fitted with the finest manufacturing tools and controlled by a skilled and motivated workforce. Specialised in the manufacture of middle and top market nursery and children's furniture, they are proud to rank among their partners famous brand retailers such as Jacadi, Natalys, John Lewis and much more.

BALLON PUB Founded in 1989,

Ballon Pub is a French latex balloons manufacturer.

They attach considerable importance to the manufacturing of their products in order to guarantee maximum user safety. All their balloons are washed with soap and rinsed during the manufacturing process to maintain a high hygienic standard. They have a large range of colours and enjoy a high quality printing. They come in different sizes from 15cm to 1.8metres.

BRIGHT STAR INTERNATIONAL HOLDING LIMITED

have more than 10 years experience in the field of international trade. They supply all kinds of toys: educational and electronic games, baby toys, dolls, remote control and battery operated toys, novelties and individually designed... too many to enumerate all. They always think about a final user- a child, who will play with their toys. That is why the toys are of good quality and the service of high standard.

CHARTER ENTERPRISE CO. They are the baby and children garment manufacturer and exporter from Thailand. They produce both knitted and woven wears. Certified ISO 9000:2000.

CHICOS COMPANY was founded in 1972 by Mr. Carlos Guillem Verdú and José Carlos Valls Garcia. The company is based in where many of the most famous Spanish Toy Companies are based. The first toys manufactured by the company were little tiny tools for kids made of plastic, metal or wood. These toys were the beginning of the launch of the company. Since then, Chicos' strategy is to have their own personality in the designs and products.



CIXI SHENZE STATIONERY

Established in 2000, Cixi Shenze Stationery Co., Ltd. specializes in the production of binding and laminating equipment, related supplies and other stationery goods. Their company has a factory area of 20,000 square meters, 8 hi-tech productions lines, and with close proximity to Shanghai, it enjoys convenient transportation links. Adhering to the principle of 'Quality First',



they have experienced steady growth and have already become a group enterprise within the technological development and trade industry. It is their goal to expand their business through the provision of high quality goods, customer service, and competitive prices.

CLEVER LEARNING CENTRE games meet a special need in the market. Games that rediscover the 8-12 years old mind in everyone. This is a very special development period when the mind is opening itself to abstract thinking, pattern recognition, and hypothesis solving. Clever Learning Centre is the leading distributor of mind challenging games. By transforming the ideas of mathematicians, puzzle masters and game theorists into engaging products CLC brings games that prove that problem solving is fun. Mind challenging games are essential for handling the challenges of life. Clever Learning Centre want everyone to Think, Play, and Succeed! This year they will be introducing DELTASAND which is the ultimate material for arts & crafts work.



COMERCIAL PERSAN was founded in 1954 and is one of the most specialized and technologically advanced manufacturer of Latex balloons for party, decoration and promotions. The factory is based in the South of Spain and can produce up to 1 billion balloons per year, incorporating offset and silkscreen printing machines. ROYALTEX is a new brand which has created an innovative range of balloons, specially designed to satisfy the most demanding professional of balloon printing and decoration. The balloons



offer the optimum round shape, preferred by professional, a generous size with extraordinary Helium and air retention, as well as excellent strength and elasticity.

CRATERE-EDU Morphun product range won several awards in 2003 and 2004 and is a patented construction game. Teachers use it as an educational tool to develop fine-motorskills, eyes hand coordination, concentration. The pieces join sideways, make more models, curves and circles, with the new product line in volume (domiphun, 3dxword). Morphun probably launched the first dominoes and crosswords in three dimensions.

DA VINCI ARTFLEUR is a German based company offering a wide variety of textile ribbons as well as decorative textile accessories. Following its founding in Germany in 1763, Da Vinci artfleur grew constantly. After merging with another textile ribbon manufacturer, Da Vinci artfleur today commands a leading position within the European market – an achievement due, not at least, to the successful combination of high quality materials with sophisticated design. An international design team monitors the latest trends. Trend research forms the basis for the composition of the two collections "Christmas" and "Year Round".



Dubai Library Distributors, established in 1969, are the leading distributors of books, stationeries, school bags, paper products, office items and more. They have fifteen unique retail showrooms all over the UAE. Their wholesale division is covering the whole Middle East area such as Egypt, Saudi Arabia, Kuwait, Bahrain, Jordan, Lebanon, Oman, Syria and Yemen. They also have the license to produce and distribute Disney and Barbie items in the area and are the agents and distributors for a numbers of international companies from all over the world. Their new range of products will be shown in the exhibition like new designs of Barbie, Disney and others



characters for the school bags, paper products, stationeries and office items and many more.

Dubai Municipality – Dubai Central Laboratory has established a toy testing laboratory conforming to international norms since 2003. The laboratory is responsible for analysis and testing toys or any product or material designed or clearly intended for use in play by children less than 14 years of age. Suitable tests and examination are conducted on toys according to the European standard (BS EN 71) to ensure that toys do not endanger the safety and health of users. These tests cover the mechanical, flammability, chemical (toxicity), electric test. The laboratory provides service to both traders and public. The Laboratory also provides test reports for each toy tested.

DUSYMA KINDERGARTENBEDARF GMBH Over the course of 80 years since the company was founded in 1925, Dusyma Kindergartenbedarf GmbH has developed to become the second largest manufacturer of Kindergarten furniture and equipment in Germany. Today Dusyma's range of products includes: durable, innovative furniture and special equipment for educational institutions; games, toys and educational play materials; creative design materials; therapy resources for



children and adults with special needs. The Right fit? – an educational toy – gives an ideal way to train observation skills and imaginative thinking. Provides excellent practice for manipulations skills. Encourages the development of a wide range of social skills needed for teamwork.

DutchKid is a Dubai-based wholesale company which imports babyproducts on an exclusive basis within the GCC. The products are mostly of European origin, such as baby beds, bedding, baby clothes, soft toys, furniture, strollers and carseats. The products distinguish themselves by a high level of quality, creativity and fashionable colours.



EDDU PLUSH CO., LTD. is a manufacturer of soft & plush educational toys, who aims to provide safe and innovative products to enhance children's mental development in their early years of growth.



EDDU TOY CO., LTD. is a manufacturer and exporter of diverse range of Educational Wooden toys. Introducing the unique designs of pull toys, train sets, musical toys, basic toys, carpenter's toys, puzzle game / alphabets, domino / marble run, blocks, hobby, landscape, kitchen and doll's furniture's. Their educational toys aim to develop and enhance motor skills, cognitive skills, hand and eye coordination. With more than 15 years experience their products have been widely known all around the world. The toys are carefully crafted with non-toxic paints and have complied with the safety standards regulations.

FAIBIAN STATIONERY Faibian Stationery New Zealand is a manufacturer and wholesaler of all quality writing instruments. They specialize in the production of both oil and gel based pens. Using premecc tips of Switzerland, German ink and Japanese gel, they are able to provide a high quality product at a reasonable price to the consumer. They have their own independent machinery department that provides all the equipment maintenance and innovations to stay current. Due to the relationships held within the company their out sourcing ability is very high. They are very flexible and adaptable to market and customer needs.

FALCA TOYS, S.L.U. Over 80 years of experience have converted this Spanish company to one of the most prestigious in Europe in its specialization - the manufacture of dolls. With regard to Falca's production, mechanical dolls are its emblem. Stable doll lines such as "Mi Bebe", "Jenny", "Mon Bebe", some educational dolls, globalises the product



offer with a high degree of quality, play and educational value. The manufacture of this wide range of products has required a constant process of renovation and adaptation of new technologies. FALCA exports its dolls into over 50 countries worldwide, currently expanding its operations in emerging markets such as Latin American, Asia and Easter Europe countries with outstanding results.

Falcon Merchandiz A division of Falcon Home Entertainment Co.LLC - Qatar are attending the Middle East Toy Fair for the

first time to introduce Merchandize which includes Posters, Badges, Stickers, Postcards & Key chains, T-shirts related to music, film and TV personalities, humour, fantasy, motivation, photographic and lots more fancy items like pendants, bracelets etc. They are the official distributor for Pyramid Posters & GB Posters in the Middle East. Get ready for surprises to be launched by Falcon Merchandiz never seen in Middle East before.



FIRST GROUP TRADING caters to the R/C (radio controlled) car racing enthusiasts. Dubai has become fascinated with driving these small but lifelike cars now equipped



with more features than ever before. First Group Trading will bring the latest R/C cars, boats, trucks, helicopters, and Formula 1 racers from the world's leading R/C manufacturer, NIKKO. The NIKKO name is associated with top of the market R/C cars, offering a huge range of cars with a host of individual and personalized features, proudly displayed with many major regional retailers. Meccano, Wild Planet, Intex and many more resounding brands will also be featured.

GEMAR BALLOONS Located in a small town in Italy, GEMAR BALLOONS has centuries experience in balloon manufacture and is today one of the world's largest latex balloon manufacturers. 30 different shapes and sizes as well as 60 different colours will delight all visitor's at this year's show.

Balloons are a perennial favourite amongst both children and adults, colourful and perfect for any occasion.



GLOBAL SOURCES PUBLICATIONS LIMITED. In this era of information explosion, Global Sources Publications Limited provides the latest and most relevant trade information, bridging the gap between international buyers and suppliers. They are a well-established trade media which publish a broad array of professional trade magazines covering various fields such as gifts and premiums, fashion accessories, watches, electronics, toys, household, packaging, etc. Their website www.iglobalhk.com has also aided numerous buyers in sourcing for their best-selling items.



Guangzhou Sunlight Stationery Manufacturing Co. Ltd. An enterprise entity integrating design, production and marketing. Sunlight Stationery Manufacturing Co. Ltd. includes the series such as stationery bags, portfolios, organizers, notebooks, desktop bases, CD holders, photo albums, aluminum alloys, packing bags and calculators. The materials used for these products include various genuine leathers, rubbers, nylons,

Oxford clothes, plastics and metals etc. Apart from different leathers, different grains and nearly a thousand kinds of samples, a special design can be customized to clients' requirements who will be provided with such special services as stamping & surprinting advertisements, fixing hardware ornaments and metal name plates.

GULF LINK is the distributor for goods manufactured by many different firms (more than 22 suppliers) in the Arab region. They are an established company, doing business in the region since more than five years. Gulf Link is proud to say that it is the number one in the region for the following lines: Action Figures, Resin Statues, Resin Busts, Life-Size Replicas and collectibles items. The action figures are related to most popular characters for kids & teenagers, showing a range from video games, movies, comic books & cartoons.



HABA Playing is Winning!!!! Playing for children is as important as eating and sleeping. Through play they become acquainted with life. HABA accompanies children from the very beginning. They foster the smallest ones with their toys and games so they may progress in motor skills, vital experiences and self-esteem. Children are always winners even if they may "lose" the game.

Hanky Panky Toys Thailand has been producing magic for over 45 years and are the world's oldest and biggest producers of magic selling in over 60 countries and 30 different languages worldwide. They make magic for children of all ages with clearly defined brands for each age range such as Instant Magic for young children age 4 - 7 years, Merlin's Magic and Wizard Magic for children 7- 11 years and Street Magic for 8-13 years, to mention just a few examples. Hanky Panky has specialist magic such as Gross Magic - really disgusting Magic for talented minds 8-14 years and Professional Magic for the keen enthusiast 10 to adult.

HAPPY LEARNING MIDDLE EAST was founded in 2003 in Dubai to become part of the Arabian culture and to guarantee the perfect support of Arabian market customers. Educational Toys, Outdoor Playground Equipment and Furniture for schools and kindergartens are the company's basic products. The most important task of Happy Learning is the improvement and the better understanding of children's development and education.



In the future Happy Learning Middle East products will become more and more specific to the Arabian market in order to offer the best products to their customers.

HERMANN ROSSBERG GMBH & CO.K The products of the brand-new "Happy Colours"- range offer a variety of shining colours. HEROS features a number of 10 different numbers in this new design, which have high educational value and are all "Made in Germany". The HEROS-brand stands for attractive, high-quality products, which offer good value for money.

HONG KONG TRADE DEVELOPMENT COUNCIL (HKTDC) is responsible for promoting Hong Kong's trade in goods and services. Through a global network of 42 offices, including 12 in China, they focus on helping small and medium-sized companies, offering a range of free and fee-based services. These include providing up-to-date market information, finding suitable business partners and organising international trade fairs. Their mission is to create and facilitate opportunities in international trade for Hong Kong companies, especially small and medium-sized enterprises (SMEs), and to promote a positive image of Hong Kong. Their objectives are to develop



and diversify markets for Hong Kong companies; promote Hong Kong's products and services in world markets; promote Hong Kong's leading role as an international business hub for services and information; enhance Hong Kong's position as the pre-eminent international business city of China; and enhance Hong Kong's standing as a partner and platform for global business and supporter of free trade.

HORNBY is today a household name thanks to its founder Frank Hornby (1863 - 1936). His invention called 'Improvements in Toy or Educational Device for Children and Young People' shaped the model railway world of the 21st Century. The Hornby brand has gone from strength to strength in recent years, and now boasts pioneering Live Steam models,



and recent releases of new coaches and locomotives have pushed the brand into a new dimension of ready-to-run modelling. Starting out as Scalex in 1952, slot-car racing has seen many changes in the past 50 years - from changes in track material to new techniques in car moulding. Now 40 years on, Scalextric continues to model an unrivalled selection of the world's greatest racing and sports cars.

HuaDa Toy Co., Ltd. HuaDa Toy is a private enterprise founded in 1994, specializes in developing, producing



and trading toys, gifts, ceramic ware and hardware. They have experienced, professional and innovative salesmen and the company has three all-round showrooms with more than 100,000 products, such as toys and gifts and others. Their factory produces and deals in various kinds of toys, such as different types of table ware, children cars, radio control cars, and dolls etc.

ICOMAWORLD

Icomaworld is an import/export company and a wholesaler for the Dutch market. They do a lot of private label and custom designs for several companies all over the world. The brand name is Babico Toys and is created by ICOMAWORLD designers. The brand is sold to several countries worldwide. The Babico range is especially designed for babies and young toddlers and contains musical mobiles, musical toys, soft toys, activity carpets and also a lot of educational toys which are stimulating young toddlers by its activities for amusing and stimulating play which develops hand, eye, hearing and feeling co-ordination and helps developing recognition of shape, sound and texture. Website: www.babico-toys.com



I'M INTERNATIONAL CO.,LTD

NATURAL: They use selected natural materials such as replenishable rubber wood, cotton, canvas, jute and recycled paper packaging. **SAFE:** "I'm" products are tested to comply with international standards like The European Standard and The American National Standard. **UNIQUE:** All products are creatively designed and go through strict production and quality control to ensure quality, safety and beauty. Products include the whole range of baby toys, preschool toys, gifts & impulse, kids furniture and baby furniture.



INNOVATIVE KIDS SDN BHD

Malaysian leading exporter of children's art and craft items, offers one of the most sellable models, namely Mega Artist Tool Box (39622) which comes with a colourful tool box with handle. It consists of 4 finger paints, 12 poster paints, 95 stencil shapes, 6 fashion figures to shape, 6 long pencils, 12 calendars to colour, 8 posters to colour, 20 ready to paint sheets, 2 jigsaw puzzles, 2 paint by numbers, 15 greeting cards, 2 brushes, 1 DIY playmat, 1 chalk eraser, 4 tub dough, 4 block clay, 64ct crayons, 48ct colour chalks, 5 close moulds, 5 open moulds, 1 spatula & 4 shooters.



ITALTRIKE SRL An Italian producer of tricycles, cycling components, roller skates and wheeled toys, which thanks to its experience, know-how and skilled employees has been successfully operating in the international market for over 20 years. They have developed a new school tricycles line called "PILOT", which thanks

to the new design, quality accessories and characteristics can meet the most particular needs of their customers. Recently they introduced another tricycle called "OKO", an exclusive and patent product that's having a huge success all over the world, thanks to its fascinating design, and the maximum comfort and safety.

J. D. CORPORATION is a manufacturer of high-end aluminum bicycle frames and specialty components for over 19 years. At J.D. Corporation, new concepts never cease. They are constantly coming up with designs to meet the needs and demands of mobile lifestyles and believe that the future is now. Website: <http://www.jdco.com.tw>

JORDAN BOOK CENTER is with over 45 years of experience the major publisher and wholesaler of books in the Middle East. JBC stocks a variety of English and Arabic titles, in addition it supplies educational CDs and Children's educational activities. Jordan Book Center prides itself in its emphasis and understanding of customer service. With this in mind, JBC is proud to display the Galt Toy Company at the Middle East Toy Fair. Galt toys encourage and stimulate a child through play in a fun and interesting way. All Galt toys are rigorously quality controlled to maintain the highest standards in quality and safety.

JUFENG METAL PLASTIC CO. Created in 1997, Jufeng Metal Plastic Co. has 8 categories of nearly 100 kinds of products, such as craft punch, puncher, stapler, cash boxes, etc., distributed all over the nation and worldwide.



JUNIOR TRADESMAN Look Dad, I built us a house! Tired of ugly apparitions with unpronounceable Asian names and a cacophony of plastic monsters that threaten your sanity from your child's toy shelf? Then clear some space and say "yay!" to South Africa's 2004 Toy of the Year, a locally sprouted house kit called Junior Tradesman that imparts a sense of resourcefulness while developing small motor skills, imagination and sheer enjoyment. Created by Cape Town plumber-turned-entrepreneur, Bradley Orkin, the set offers a touchy feely

sensation that comes from playing with real materials. Junior Tradesman, designed for children aged four to ten, is packed full of real miniature clay bricks, brick mix, doors, windows and wooden lintels, paper plans, roof panels, trusses, and basically everything you need to build a house. It's the genuine materials, the feel of real bricks and real wood, at such a small scale, that raise a resounding "ah sweet!" from parents and kids alike.



KIDS KREATIONS COMPANY was established in March 2000 with the vision to serve the customers with new ideas and concepts of baby gift sets and accessories which are reasonably priced. Their product range includes body suits, T-shirts, sleep suits, diaper covers, underwear, hats, booties and mittens. Apart from this, bath accessories including hooded towels, bath robes and wash cloths. They also have a wide variety of bibs as well as blankets. The main strength of the company is to conceptualise and produce new gift concepts, keeping in mind retail selling price.



K.M. STATIONERY INDUSTRY CO., LTD. was established in 1983 with the brand name "Flamingo". The new line of products of PP. files & holders became the first manufactured in Thailand. K.M. Stationery Industry is a professional producer on pp sheets with excellent quality and distinctive forms of varieties and keen to expand their export to all over the world. With their product range on document files, holders, name-card holder, expanding file, stamp pad, bookend, etc., they have gained trust and reputation from buyers in Japan, USA, Europe, Middle East and South East Asia.



KUNSHAN VARIETY PLASTIC & HARDWARE CO., LTD. Established in May, 1993, the company occupies an area of 21260 square meters and has 97 employees. They mainly produce plastic products and regard Quality as their surviving base during their development. They introduced ISO9001:2000 Quality Administrative System in 2002, and will offer better products and service to meet market and customer needs.



LEARN-N-PLAY TOYS LTD. is a baby toys manufacturer since 1998, with a product line including baby toys, musical mobiles, rattles, pre-school items & all other toys items. In addition to originally designed items, they also produce oem items for their clients.



LILI CONFETTI has a unique collection of furniture for children. The exclusive furniture designed by Lili Confetti is completely made in France: beds, bedsides, kids wardrobes, bookcases, wall shelves ... Its original design and joyful



colours will make children happy! Its high quality will make parents happy! Their beds are available in two sizes -70x150 ideal for kids from 2 to 6: their first real bed - and the standard single size 90x190 for older ones and safety is their utmost priority. Their products do not include sharp corners or protruding screws.

LGB-ernst paul lehmann patentwerk

Introduced in 1968, LGB was the world's first model railroad engineered for both outdoor and indoor use. Today, LGB is still the world leader in G-scale model railroading with an unmatched program of more than 600 quality locomotives, passenger coaches, freight cars, track sections, power supplies, analog controls, NMTSC digital controls and accessories.



Ernst Paul Lehmann Patentwerk, the maker of LGB trains, also offers LGB TOYTRAIN G-scale trains for kids, LGB RIGI cableway models and LGB GNOMY toys.

MONDO is an authentic game generator and each of their products aims at providing a passionate guide for children of every age group. From new trends to well-proven traditional games, with items dedicated to each target group, ranging from outdoor to indoor games. Their motto is that playing is a way of

being and interacting with others. Their activities have always led them to share objectives and passions with leading international brands. These synergies have helped to create a number of product lines

ranging from cinema to TV, to competitive and non-competitive sports. Their collection offers all kinds of play balls with and without licence, kangaroo balls, beach sets, inflatable, outdoor games, soft balls and inflating pumps.

M & P WORLD is a manufacturer & exporter of rubber foam toys & sporting goods, specialized in all kinds of rubber



foam products in Thailand. They deal in golf sets, hockey sets, baseball bats, bowling games, etc. The products are designed to meet the quality & safety standard by ASTM of the United States of America, as well as EN-71 of the European Union. Their products are safe & soft and suitable for children and the whole family.

Napco Multipak - Jeddah The company's Gift Wrap section started more than two years ago and is still growing due to continuous product innovation. The product range includes: Paper Gift-Wrap (56 and 60 GSM paper); BOPP film. (Cellophane) - 20, 25, 30 and 40 Micron - printed and clear; Metallic film (Aluminum) -20 Micron - printed and unprinted; Crepe paper. (Craisha); Bouquet - for flower wrapping - Clear, Printed and Metallic; Self Adhesive PVC - for books covering; Paper rope - for decoration and much more. Their vast range of designs and colours is aimed at satisfying different segment requirements like flower designs, kids designs, general designs etc..



Ningbo Wenkui Pen-made Co.,Ltd. Is a private-owned enterprise mainly engaged in manufacturing writing instruments and office stationery. The company mainly produces medium-class and high-grade ballpoint pens, mechanical pencils, fountain pens, roller pens, ect. Products have been exported to more than forty countries and districts such as USA, Europe, Korea, Japan, Russia, etc. It's annual output reaches 40 million pieces and more than 90% were exported. With first-class R&D center, the comprehensive and single design ability has reached the leading position in pen-made field in China. The company passed ISO9001:1994 in August 2001 and passed ISO9001:2000 certificate in April 2003.



NEWBOY "The 2005 Middle East Toy Fair will be an opportunity for retailers to preview the great new range of products from NewBoy. In addition to new arrivals from respected names such as Leap Frog, Smoby, Mega Bloks and Playmates there are also exciting extensions to the enormously successful "Fulla" range

along with craze products that are sure to become "must have" items for the region's children. The vast majority of their products will be supported by heavyweight TV advertising and with distribution centres throughout the Middle East there is no reason why any retailer shouldn't be a part of the NewBoy success story.

NOUVELLE LIBRAIRIE RAYMOND

- **BIG** one of the leading worldwide exporting German toy manufacturers of plastic toy ride-on, plastic toys, in/outdoor play things made of premium plastic materials represented by "RAYMOND" Sed El Bauchrieh.

NZG-Modell GmbH Since 1968 NZG Modelle has been well known as one of the worlds leading companies for high quality



die cast construction models. The idea was to develop scale models together with the industry directly, with the requirements of a marketing instrument for their own use and a highly precise model for the collectors market. Over the past years this idea was very successful and most of the world leading companies as Caterpillar, Komatsu, Liebherr, O&K, Terex etc. have used the skill and the knowledge of NZG to produce original models down to scale. Together with the increasing demand for construction models of the industry, there is now a world wide community of NZG model collectors.

THE PARTY CENTRE Dubai retailing has just become more sophisticated, with the launch of PARTY CENTRE, a party supply and accessories distributor, with its first showroom for the Middle East. With 36 different categories, PARTY CENTRE is the largest party merchandise distributor with over 20,000 unique everyday products, and 10,000 seasonal merchandise. PARTY CENTRE has the largest selection of licensed balloons from leading global suppliers and highest quality licensed party supplies. They offer the best collections from leading international manufacturers for all occasions and celebrations. This includes collections at different price points for various trade channels and segments. They offer retailers turn key solutions from particular party merchandise categories, to complete store within a store concept.



PEGASO GIOCHI SRL a company from Italy, markets party product lines all over the world. Pegaso brand has a very good reputation for combining design and quality, thus enabling to reach a top position on the international market. One of Pegaso's strengths is its collaboration with Disney. The Company is licensed to use the widely



advertised and extremely popular Disney character for its products, and this results in an image and added value improvement. PEGASO GIOCHI SRL is presenting a new line of products under the license Disney Art Attack.

PHILAND INDUSTRIES means "PAPER IN STYLE". The Philippines' leading manufacturer of fancy paper products and paper accessories, CARTA VOGUE, carries a wide array of paper items like photo albums, keepsake boxes and picture frames that are made with the highest level of craftsmanship and the best local materials. CARTA VOGUE's "one of a kind designs" reflects unique style and class. From wedding albums, baby gifts to fancy everyday stationery CARTA VOGUE is the best choice for paper in style.



PINNACLE TECHNOLOGIES has what it takes to grab the attention of your child. Imagine taking your child right out of their chair to tread among the animals in the jungle, or to swim with the fish in the sea, or walk on the Great Wall of China, or look at the spectacular Niagara Falls and insist that it felt as if he or she was really there! They also have high quality keyboards made with special large colour keys for ages 1 to 5, with software that will entertain and educate your children for hours everyday. Quality, fun, learning, all three combined by Pinnacle to give the young child everlasting benefit and great value. Easy PC, 3Discover, SENSIO 3D, VuMax, VuDeep are some of their highlighted products.



PROCOS S.A. is a Greek company specialized in party goods since 1954 and is the European party good leader. It's activities in 53 countries around the world make PROCOS a global player in the product category of party goods.

PROCOS has the license for the Middle East of Disney, Mattel, Warner and Forever Friends Disposable Tableware and Party Favor products under the logo "Decorata Party". PROCOS is also offering an extensive range of Non-licensed Disposable tableware and Party Favor products under the Logo "Kokliko". PROCOS is the key party goods partner of international and local retail chains by offering a complete concept of party goods as well as an extensive range and of high quality.

Qingdao Huiyun Binding Industrial Co., Ltd.

The company is a professional manufacturer for various binding material and machines. The company supplies different punching and binding machines, both for industrial and office binding jobs; binding material such as double wire, spiral and plastic, etc. on sales all over China and for export. This company is the biggest double wire producer in China since 1990, the quality control has been taken under ISO9001 since 1997.



Quois Corp. Is one of the leading exporters of toys and gifts in Shantou, China. They have been exporting toys for more than 10 years and their products are well respected and trusted by their customers.



Ravensburger®

Ravensburger's history began in 1883. The founder Otto Maier was inspired by the idea that children acquire knowledge and learn to be independent only by playing. Today, his company has become an international trademark known as Ravensburger®. Education and entertainment are the primary goals in the development of all products. Reading, learning, laughing – that is Ravensburger®.



Retail ME is the only magazine in the region dedicated to the retail sector, it covers all aspects of retail from sourcing and supply chain issues through logistics, merchandising, in-store design and category management. It also provides information on IT, Property issues, consumer behavior, new development such as outlets and big box retailing.

RetailME

REVELL GMBH, BÜNDE Kick-O-Mania and MagClicks by Style Studio, are the latest brands of toy manufacturer Revell. The current Kick-O-Mania team consists of top players from renowned clubs like Manchester United, Bayern München and Juventus Turin. The 30 cm tall figures are equipped with a variable kicking function



and appear in the original kits of their clubs. In addition, their faces are remarkably lifelike. MagClicks has already become the hip range of fashion jewellery for girls. Among the large number of new products in the model building segment are the Airbus A380 Emirates and Dakar Rally vehicles of the easykit product range. And the product range of finished metal models of classic cars that are faithful to the original is being consistently expanded.

R. T. TOYS LIMITED They have a glamorous collection of dolls and accessories, stuffed, plastic and functional dolls.



SCHOLASTIC PUBLISHERS

Scholastic is the largest children's trade and educational publisher in the world. The company is based in New York City and has a regional marketing office in Beirut, Lebanon. At the show, they will be mainly displaying their Klutz product line which is a publisher of "Books Plus" for children. This line consists of hundreds of different award-winning activity products for children. Some best selling items are "Create Anything With Clay", "Kids Cooking", "Face Painting", "Nail Art", "The Klutz Book Of Marbles" T-shirt tattoos and much more. They will also be featuring some best selling trade book series consisting of Scooby Doo, Harry Potter, magic School Bus, Star Wars, I SPY all published by Scholastic. They will also display educational software games, videos, and children's magazines.

SEETHONG 555 CO., LTD., is a producer of envelopes. With more than 60 years of experience they are one of Thailand's Leading Manufacturer and Distributor of letter paper and envelope under the brand "555". A variety of customer's needs and purposes push them on creating various kinds of envelope to meet those requirements. Not only standard envelopes, with more than 30 kinds i.e. White envelopes, airmail or self-seal envelopes but document envelopes ranging from pocket envelopes, eyelets & strings, bottom enlarge to bubblepack envelopes.



SES DEUTSCHLAND GMBH Cardboard display SES

This creative display contains fast moving items of SES Nederland BV. The displays are set up by SES for a smooth dispatch to the shops. Customers can also choose their own selection of SES items.



SHIELD BABY PRODUCTS MFG. CO., LTD.

has been conducting its own research and development into Child Safety Seats since 1995. Its unveiled the "Super Nanny" brand at the Taipei World Trade Show to rave reviews and a great number of orders. Shield Baby has expanded its Taiwan and international markets through superior products and competitive prices and are confident that by a constant monitoring of the product quality, improving manufacturing efficiency, and controlling production costs, it will be able to continue the successes.

SIAM QUALITY INDUSTRIES CO., LTD.

Established in 1987, Siam Quality Industries is a leading manufacturer of a variety of arts & crafts based in Thailand. With 6 branch marketing offices in USA, China, Taiwan, Hong Kong, India and Vietnam, they export to more than 50 countries under the Kid Art and Hi brands as well as labels. Their premium quality products are arts and crafts for school and home use including: Hi Plaster Chalk and Hi Heavy Dustless Chalk; Hi Chalk in White & Colour (washable); Kid Art Rubber Art (newly launched); Kid Art High Quality Crayons; Kid Art Non-Toxic Clay & Dough. Siam Wooden Products Co., Ltd. They are a manufacturer and exporter of wooden toys under trademark "Voila" from Thailand. Management systems achieved included ISO 9001, ISO14001 and OHSAS 18001. Voila toys are carefully designed to stimulate children's imagination as well as to support their physical and mental development. Voila toys are also well crafted, with attractive colours and are safe to play with. The toys also have the right to use the Green Label logo from Thailand Environment Institute for products made from rubber wood.

Shunde Shine Intelligent Machine Co. Ltd.

Established in 2002, the company manufactures small machines (tools). Now they professionally manufacture mini multipurpose machine, intelligent machine, measure equipment, etc. Mini multipurpose machine is made up of various parts, which can be assembled into different machines up to 10 functions. Such as lathe, woodturning lathe, jigsaw, milling machine, sanding machine, drilling machine, grinding machine, copying attachment woodturning lathe, etc. Various wood, plastic and aluminum (soft metal) are good materials for the machine.



SPANISH ASSOCIATION OF TOY MANUFACTURERS

The Spanish Association of Toy Manufacturers (AEFJ), founded in 1967, is the only organization bringing together the firms of the toy sector and its aim is to support the companies with a wide range of services such as the promotion in the international markets, the contacts with the civil service, the consumer associations and the international sectorial associations. The Association also promotes the Image of the Spanish Toy Industry and protects the general interest of the Spanish Toy Industry.



STAG INTERNATIONAL LLC

Operates under the name 'Stag International LLC' and deals in a variety of licensed merchandise in stationery, toys, apparels and gift items. The primary licenses represented include Disney, Mattel, Warner brothers and marvel properties. Their distribution markets are the UAE and Middle East in a network covering all major toy stores, hypermarkets and department stores.



Sterntaler GmbH & Co. KG

Sterntaler is a famous brand in Europe for soft-toys, musical-toys and for hats & socks for babies and children with a large range of products, divided into different themes, giving a wide possibility for selection. High quality materials and high workmanship is their standard.



SUNRAIN INT'L (THAILAND) CO., LTD

Sunrain Group is a professional manufacturer, exporter and marketer of stationery and gift items in Thailand and all over the world. Their popular products are rocket crayon which have been exported to many countries such as Japan, USA,



Taiwan and all over the world. Their products confirm well to Europe Standard EN71, ASTM D-4236 Standards. Website: www.sunraingroup.com

SUPERMAG Get stuck into the creative building of the object and then... the game can begin! The range currently comprises a quad, kart, spider, truck, piper, Ferrari, ATV, Scooter, helicopter, bicycle, motorbike, house and jet. The finished constructions can be played with, thanks to the qualities of lightness and stability of the new patented SUPERMAG building sets. The system is decidedly innovative and is without equal in the market. It involves perfect integration of the traditional magnetic rods and spheres and the new perforated and threaded spheres onto which the 100% plastic rigid or flexible rods – identical to their magnetic 'sisters' – can be screwed. Furthermore accessories like real turning wheels enables kids to play with their own magnetic construction.



Takmay Ind. Co. Ltd. Their latest development, Real Tears Baby, is totally battery operated and there is still no other battery operated crying baby in the market place yet. They are the first company with this innovation.

THAILAND – DEPARTMENT OF EXPORT PROMOTION Toys continue to play a vital role in the healthy development and well being of every child. Each year, several thousands of new toys hit the shelves. Toys from Thailand are recognised as well designed and of high quality. Their quality toy products now not only comprise of wooden toys, but they are also able to offer many other different lines such as soft toys, plastic toys, paper toys, modelling clays and several other toys.

TH. C. SKAGIAS SA, Known by the brand name SKAG, was founded in 1956. They are market leaders in Greece and have a very strong presence in several markets abroad. They manufacture products for Back to School and offices in Krioneri – Attikis, in their factory, which is a total of 20000 m2. These include exercise books, notebooks, drawing pads, ring binders, creativity blocks and also office products, like lever arch files, ring binders, pads, envelopes, indexes and other PP products for filing purposes, with respect for both the environment and their customers and in complete adherence to EU standards.



The Toy Company (HK) Ltd.

Introducing its highlight for 2005 – a wooden shop enabling endless possibilities of educational role-play possibilities – The Toy Company (HK) Ltd. will display the complete range of beeboo quality wooden toys, the successful dolls house, farmhouse and horse stable ranges are supplemented with even more accessories.



Designed on scale all accessories are compatible. The beeboo range also features wooden toy classics such as puzzles, push & pull toys and activity toys of high educational value.

All items meet international toy safety standards EN71 and ASTM.

Tianjiao Pen Industrial Co. Ltd.

Is one of the first of key export-oriented enterprises in Wenzhou. It is an autonomous export corporation, and the first pen-making enterprise in Wenzhou that passed the International Standard ISO 9000 quality system.



"Tianjiao" writing pen is a brand product in Wenzhou and quality-certified. The range of products includes various models and types of mechanical pencils, ball point pens, fluorescent pens, roller pens, gel ink pens and other stationery. Its annual production amounts to 300,000,000 pens of various kinds. Tianjiao's products are nice, cheap and durable.

T.L.TOYS Founded in 1978, developing plush toys, T.L.Toys has grown into a multi-dimensional children's entertainment design house and manufacturing company with offices in Hong Kong, Taiwan, China and the United States. T.L.Toys is now recognized as one of the leading design houses in the toy industry with software design capabilities that will be the cutting edge for the next generation of children toys. T.L.Toys has both a design and engineering factory as well as a fully-staffed manufacturing facility, to ensure a very high level of service and a reliable time frame for new project development.

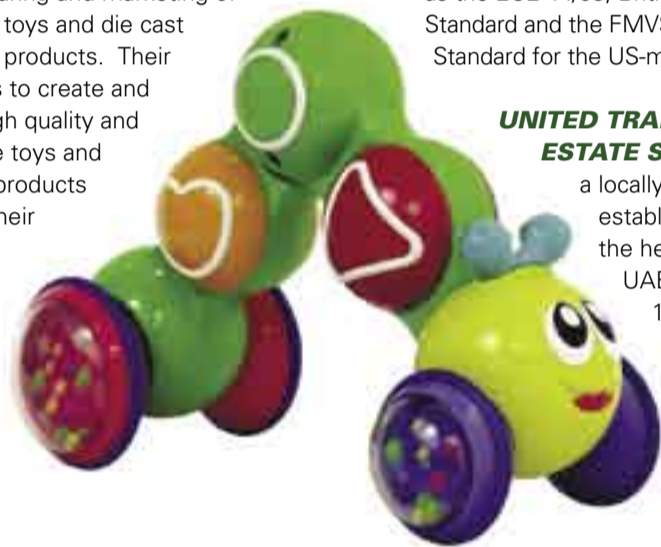


TM ESSENTIALS B.V. – Once upon a time... a bright new collection of exclusive Disney Princess activity games was presented. Colourful, fancy, magical, and everything a girl needs to feel just like a princess. With the experience of TM Essentials, developer, producer and worldwide distributor of children's activity sets, eight unique new games have been created. Tailor made for a very interesting target group who will definitely appreciate the trendy and fashionable collection. Each game is according to the highest standards on terms of design, clarity and packaging.

Toy Yard Industrial Corp. Is a professional toy manufacturer, designer and exporter established in 1998, and also a branch of Eurasia Group, located in the toys town of Guangdong province, China. Their product range includes remote control toys, wooden toys, hobby products, die cast metal model and battery operated ride on cars & motorcycles.



UNIMAX GROUP Can be traced back to the foundation of Unimax toys limited in 1975 when the company was established as a small toy factory. They are one of the worldwide leading companies in design, manufacturing and marketing of children's toys and die cast collection products. Their mission is to create and supply high quality and innovative toys and collector products to meet their



customer's expectations. With their headquarters in Hong Kong and subsidiaries in US and China their products are shipped to over 40 countries ranging from preschool toy, dolls, licensed products to die cast collections.

UNITED KIDS/IWH is a cooperation between German, French and Chinese industrial companies which are specialized in child safety seats with more than 15 years experience. They produce about 3 million safety seats in more than 50 designs in accordance with the different norms as the ECE 44/03, British Standard and the FMVSS 213 Standard for the US-market.



UNITED TRADING AND ESTATE SERVICES

They are a locally owned company established in 1984, with the head office in Dubai, UAE. They have over 1000 models of high quality toys and a specialized service center with highly qualified technicians to look after services.

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Dealing as distributor, agent and wholesaler for some prominent branded toys in the region such as for radio control car toys, dolls, art and craft, educational, inflatable and beach toys, infant toys and play sets.



VENUS PACIFIC MOTOR The power sports industry has been growing fast in the past few years. Among all the gears, most of the affordable Scooters, Dirt Bikes and ATVs, are supplied by the Chinese manufactures. The demands are still high and the market is getting competitive.



Wader Quality Toys Their products are very simple, high quality and are an ideal base for kids to create an individual and imaginative world of play. They place extremely high demands on their products in terms of safety, child suitability and playing value. Their products are recognized as real, exciting and innovative new products which so far did not exist - invented and made in Germany.



Wenzhou Tuqiang Stationery Manufacturing Co.,Ltd. Established in 1996, the company is the largest manufacturer for erasers in China. It passed the ISO9001-2000 quality system certification in January 2003. Their products have efficient erasure ability and are harmless to paper, coming in excellent colours, beautiful shapes and new designs.



They have more than 300 types of erasers, especially for office, automatic, toy, fruit etc. Their products gained European EN71 Standard Certificate and USA ASTM D4236 CERTIFICATE.

Whenzhou Boda Stationery Co.,Ltd

Is an enterprise producing various stationery products. Boda Stationery Co, Ltd adopts international advanced manufacturing technology to raise quality and stability of their products.



WPM was established in 1949. Since that year WPM has become a specialist and market leader of children's wooden toys. The educational and psychological value of the child has their top priority. Product quality, good pricing and on time delivery are the three main factors for a long term relationship with their clients. The company owns three brands in their product range: Doron, Simplex and Homas, but they are also able to produce under private label.

Zhejiang LanXi YaNan Toy Co. Ltd.

The company manufactures haircloth toys and fabric baby dolls and other kinds of toys. All their products have high quality and good looks, and are suitable for department stores and supermarkets. The company has become a leader in the toy industry with scientific marketing and management.

What's new with

Disney Jawa Enterprises (Middle East) Ltd. is the largest licensing company in the region, owning the world's most popular children's properties. With over nine years experience in the Middle East, the company has become a well established representative of one of the most widely recognized brand names in the world - Disney. A strong presence in Bahrain,

epic adventures of their favorite Disney characters.

Power Rangers: Disney has now been given sublicensing rights for Fox Kid's properties for Europe and the Middle East.

Disney Princess: Everything a princess needs, wants, and has been dreaming



Egypt, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Syria, United Arab Emirates, and Yemen has allowed Disney Jawa to make the most of the brand's popularity in all the Major Middle East regions. Watch out for the famous 'MICKEY MOUSE and all his friends', the stunning film properties like, 'Chicken Little', Disney / Pixar's 'The Cars', along with timeless classics like the 'Princess Collection', and Disney's fastest growing character, the loveable 'WINNIE THE POOH'. Latest products for Disney this year include -



about can be found here... What more could anyone ask for?!

W.I.T.C.H is an action series combining epic adventure, comedy, magic and realism.

Fairies: A magical take on everyone's favorite pixie Tinker Bell, Disney Fairies is the next girls' franchise, still on the drawing board.

Winnie the Pooh: The latest release this year is the 'Heffalump Movie' scheduled for release in 2005.



Heroes: Disney Heroes allows little boys to see the world through the eyes of a hero by immersing them in the



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