



香港工業總會
FHKI

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Federation of Hong Kong Industries

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Industry News

Press Release

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Silverlit Toys Manufactory Ltd Managing Director Kevin Choi conferred with Hong Kong Toy Industry Outstanding Achievement Award

The Hong Kong Toys Council (HKTC) and the Toys Manufacturers' Association of Hong Kong (TMHK) jointly organised the Hong Kong Toy Industry Dinner today (Monday) to present the Outstanding Achievement Award and celebrate the inauguration of HKTC Executive Committee. Guest-of-honour of the dinner was Secretary for Innovation and Technology Nicholas Yang.

The theme this year is "Succeeding at Play, Innovating beyond Limits", with the aim to encourage the industry to create more innovative, diversified and interesting products, incorporate expertise and technologies from other industries into toys design and pass on the toys tradition.

In addition to celebrating the inauguration of the HKTC Executive Committee, the biennial Outstanding Achievement Award was also presented to the one who has significant achievement and remarkable personal accomplishments in the industry. Winner of this year is Silverlit Toys Manufactory Ltd Managing Director Kevin Choi.

The Outstanding Achievement Award was first launched by TMHK in 1996. The objectives are to recognise those who have distinguished contribution to the toy industry, to set up examples to the younger generation and to encourage them to further contribute their expertise to the territory's economic development.

It was also the inauguration ceremony of HKTC Executive Committee. Under the leadership of its Chairman Emily Cheung and Vice-Chairman Ivan Ting, HKTC hopes to continue to foster the development of toys industry and strengthen cohesion amongst industry players. In order to enhance the public's understanding on the evolution of Hong Kong toys over the past 60 years, both HKTC and TMHK have co-organised the Toy History Exhibition – The Legend of Hong Kong Toys with Leisure and Cultural Services Department and the Hong Kong Museum of History earlier this year. The Exhibition was held in the Hong Kong Museum of History and successfully broke its record of one-day visit.

Looking ahead, both HKTC and TMHK wish that the Government can support the toys industry by setting aside a permanent toy museum. Meanwhile, they will continue to drive forward Hong Kong toys industry, explore its future opportunities and promote its



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international status.

Biography of Outstanding Achievement Award Winner

Kevin Choi has brought Silverlit Toys to the international arena by creating thousands of toys for children and adults in Hong Kong and around the world. He believes the avenue to success lies in one's uniqueness and differentiation from other competitors. Having taken over the company from his father at the age of 21, Mr Choi had no acquaintance with toys at the time. Yet, with his indomitable spirit in innovation, research and development, he has successfully led the company to be a renowned global toy brand.

Over the years, Mr Choi and his team have been focusing on bringing the best products to the market, exploring the operation theory of toys as well as improving existing toys production technologies. At present, Silverlit possesses over 570 patents. It has also produced the world's smallest toy helicopter. The company is now planning to expand its business to the infant market and co-operate with comics industry.

Photo captions:

1. Secretary for Innovation and Technology Nicholas Yang speaks at Hong Kong Toy Industry Dinner 2017.





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- Mr Yang presents the Outstanding Achievement Award to Silverlit Toys Manufactory Ltd Managing Director Kevin Choi.



- Group photo of HKTC and TMHK leadership and guests.



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