



## **eBay Opens Doors of Global Market for Hong Kong Toy Industry**

*eBay Hong Kong's Online Toy Crusade is used to create a sales and marketing breakthrough for the local toy industry*

**Hong Kong, August 15, 2007** – eBay announced today that it will employ its recently introduced *This is Hong Kong* platform to launch a campaign that will connect local toy designers and traders with buyers in overseas markets.

eBay developed the *This is Hong Kong* program earlier this year to promote Hong Kong brands globally and enable them to access overseas markets via the extensive eBay online marketplace. *This is Hong Kong's* first initiative showcased the work of Hong Kong's upcoming and established fashion designers to eBay's 241 million members, and provided local fashion designers a platform to complement their offline sales and marketing efforts.

Now the world's largest online marketplace has extended the *This is Hong Kong* platform to include the Hong Kong toy industry. Long one of the cornerstones of Hong Kong's economy, the local toy industry includes world-class creative minds and a vibrant business ecosystem. eBay's *Online Toy Crusade* will help both industry designers and traders to develop inroads into international business and have their products seen by and sold to the world.

"With over two hundred million eBay users, the *This is Hong Kong* campaign is a powerful sales and marketing platform for Hong Kong brands," says Kerry Wong, Managing Director of eBay Hong Kong. "The *Online Toy Crusade* has taken the significance of *This is Hong Kong* to a higher level by including not only designers but also traders in the industry. The potential of *This is Hong Kong* for local brands is limitless."

To date, two toy traders and six designers – including notable names such as **Tim Tsui, Alice Chan, iXTEE** and **Michael Kwong** – joined up for the *Online Toy Crusade*. The eBay platform will give them a cost-effective, manageable, and convenient channel to reach a wider audience, network with industry players on an international level, and give their brands and products worldwide visibility.

Invest Hong Kong – the government department responsible for encouraging and facilitating inward investment – welcomed eBay's contribution to the development of Hong Kong as an international centre for online trade.

"We are pleased that eBay and the Hong Kong market share a passion -- an unwavering commitment to free enterprise, free trade and open markets. I am confident that eBay's commitment to a long-term development in Hong Kong will help enrich our eCommerce industry and enhance our overall competitiveness," says Mark Michelson, Associate Director General of Invest Hong Kong.



### **About "This is Hong Kong"**

Aimed at aggregating the power of local companies to promote Hong Kong brands on a global level, "This is Hong Kong" is a novel concept of eBay Hong Kong and was first launched in March, 2007 with fashion goods as the debut. It is designed to provide a marketing platform for local designers to launch and promote their products, complementing online and offline sales activities. The campaign allows local brands to market their products internationally via eBay's 38 global markets, not only to increase sales but also brand awareness. "This is Hong Kong" also serves as a platform for Hong Kong's nascent designers to test the market response to their new brands and products at a minimal cost, before opening their own shops.

The *Online Toy Crusade* webpage can be accessed via <http://pages.ebay.com.hk/thisishk/toycrusade/>.

### **About eBay**

Founded in 1995, eBay created a powerful platform for the sale of goods and services by a passionate community of individuals and businesses. On any given day, there are millions of items across thousands of categories for sale on eBay. eBay enables trade on a local, national and international basis with customized sites in markets around the world. Through an array of services, such as its payment solution provider PayPal, eBay is enabling global e-commerce for an ever-growing online community.

eBay is The World's Online Marketplace®.