



**8th International Trade Fair for Toys, Hobby & Baby
Articles**

Sunfaith China Ltd.

November 2009

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I General Info.

More than 48,300 trade visitors from 89 countries and regions (2008: 30,384) – a rise over last year of 59 percent gathered in Shanghai, October 14 –16, 2009, for the China Toy Expo, the top one industry event for toys, hobby & baby articles in mainland China. This year, the fair impressively achieved its goal – **Your Link to China** and hit the new records. The China Toy Expo 2009 took up 36,000 square meters with increase rate of 50 percent, organized 1,712 booths (2008: 1,196) with an increase of 43%.

Under the pressure of financial crisis, CTE still indicates the powerful appeal to toy industry. There were 3,520 international visitors participated in CTE 2008 especially, appreciably more toy traders and buyers came from German, Hong Kong, Japan, Korea, Russia and USA. Meanwhile, all the key Chinese domestic visitors were in Shanghai emphasizes the fair's importance as an attraction event for the industry. 44,791 visitors were present from nearly 200 major cities of China, rose to 57 percent over last year (2008: 28,452).

Duration: Oct. 14-16, 2009

Display Area: 36,000 square meters

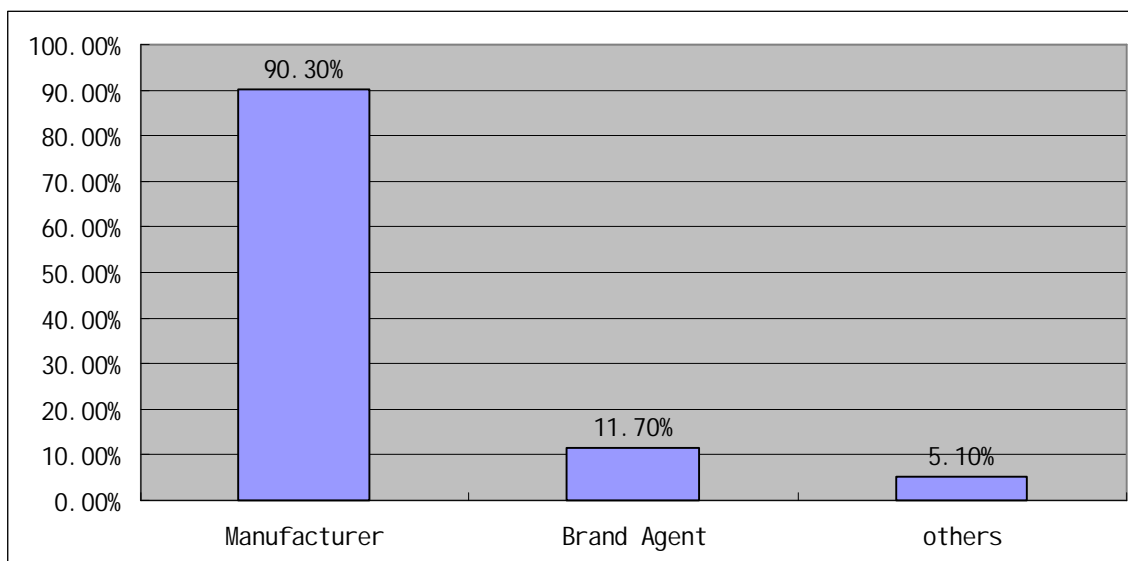
Exhibitors: 685

Visitors: 48,311 trade visitors from 89 countries and regions

II Exhibitor Info.

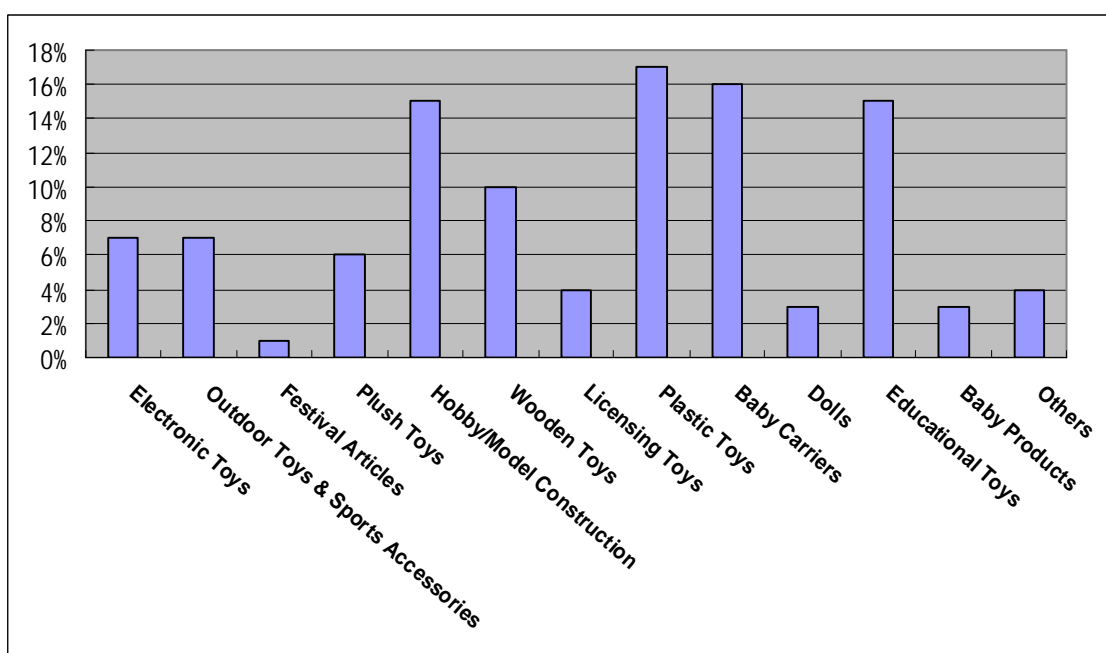
1. Corporate Nature of the Exhibitors

The majority of the exhibitors in CTE were manufacturers, which is the special difference from other shows in Chinese Mainland. In CTE2009, the manufacturers took up 90.3% and the brand agent 11.7%. Among these datas, exhibitors for both manufacturer and brand agent were about 7.1%. Besides, there were other exhibitors including Licensing agents, media and information service agencies.



2. Toy Category for Exhibitors

In CTE2009, there were 685 exhibitors with toy category rate as following:

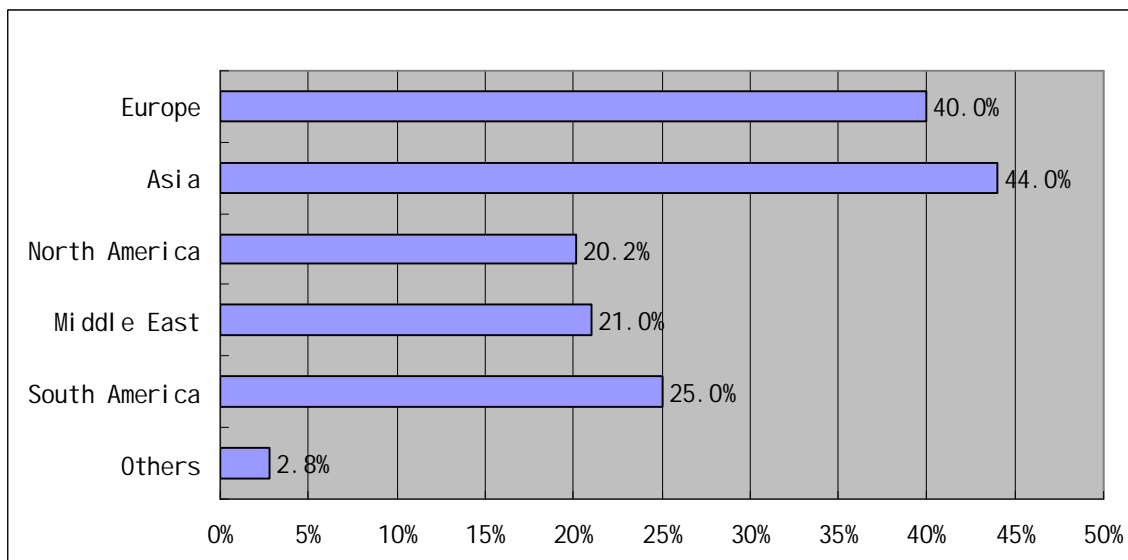


3. The Effect of the Toy Expo

CTE2009 provided for the exhibitors a platform full of business opportunities. About 90% exhibitors met new international buyers, while 94% exhibitors met new domestic buyers.

3.1 The Origin of the International Buyers Newly-acquainted

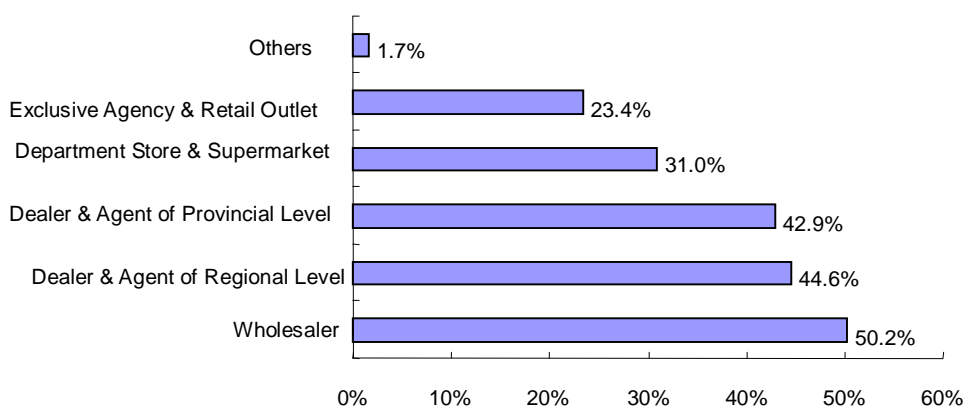
According to the exhibitors, the origins of the newly-acquainted international buyers were from,Asia, Europe, South America and Mideast in sequence.



3.2 The Corporate Nature of the Domestic Buyers Newly-acquainted

The corporate nature of the newly-acquainted are in sequence wholesalers, dealers & agents of regional level and dealers & agents of provincial level.

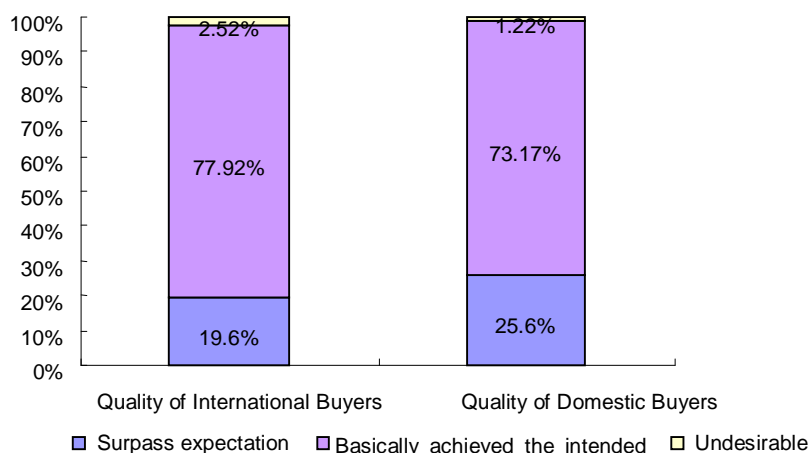
Corporate Nature of the Domestic Buyers Newly-Acquainted



3.3 Quality of Professional Buyers

Of the exhibitors interviewed who made new acquaintance with domestic and international buyers, most of them reflected that the result had achieved the intended goal; some 20% considered the result had surpassed expectation.

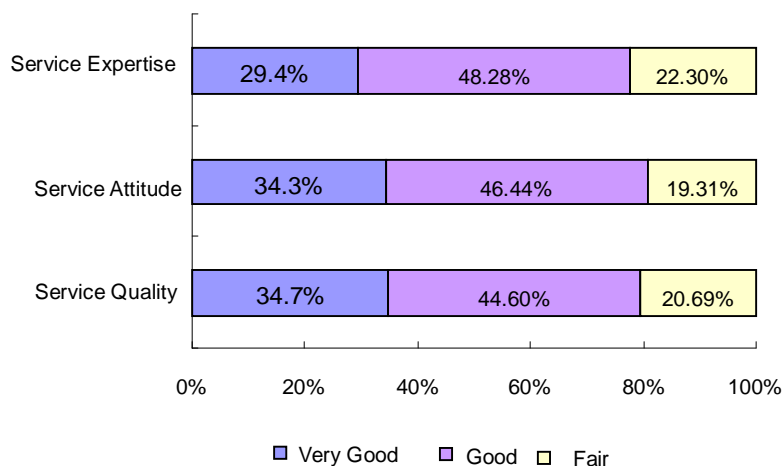
Satisfaction Evaluation of Quality of Professional Buyers



4. Satisfaction Evaluation of Service Offered and Exhibition

With regard to the evaluation of service quality, attitude and expertise, some 80% of the exhibitors gave their thumbs-up, while about 30% spoke highly of the service offered.

Evaluation of Service Offered



5. International pavilion

From the start of China Toy Expo, the international pavilions have been one of the characters for the show. The pavilions from Germany, HKTDC, LIMA and USA has attended the show for several years, which show the internationalization of CTE. In 2009, the display area of HKTDC and Germany each enlarges 60% and 33%.

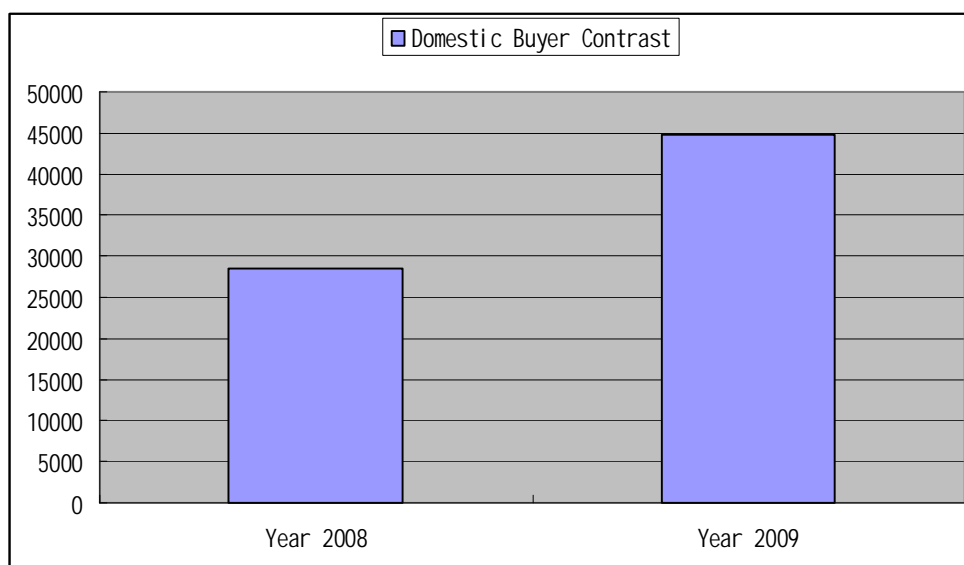
III Buyer Info.

1. Buyer Contrast between 2008 and 2009

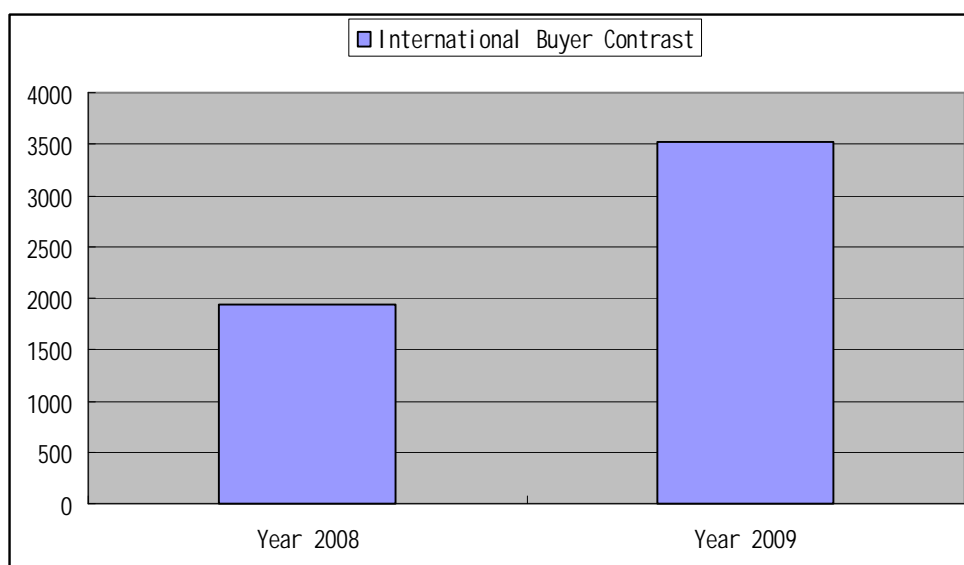
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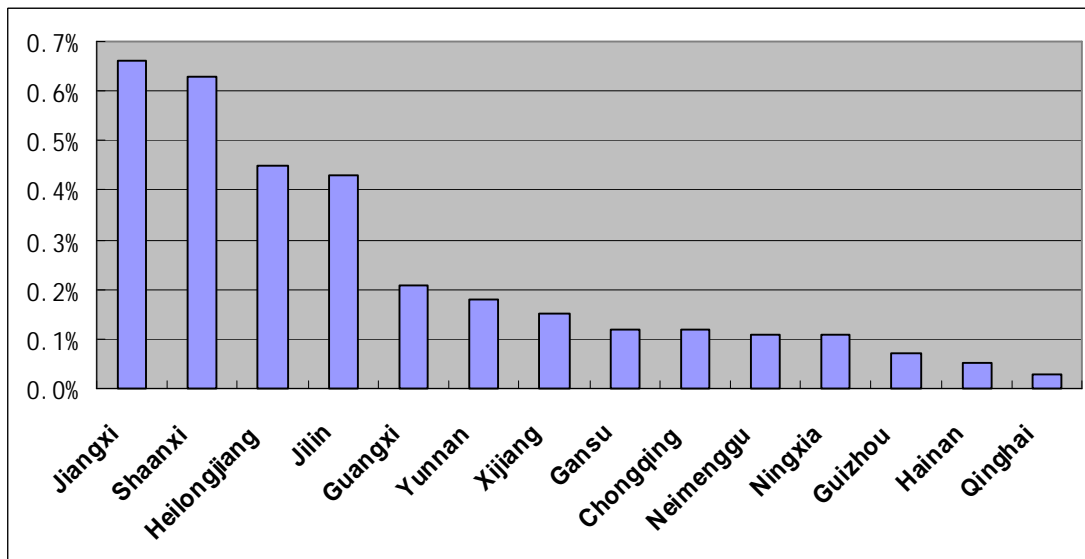
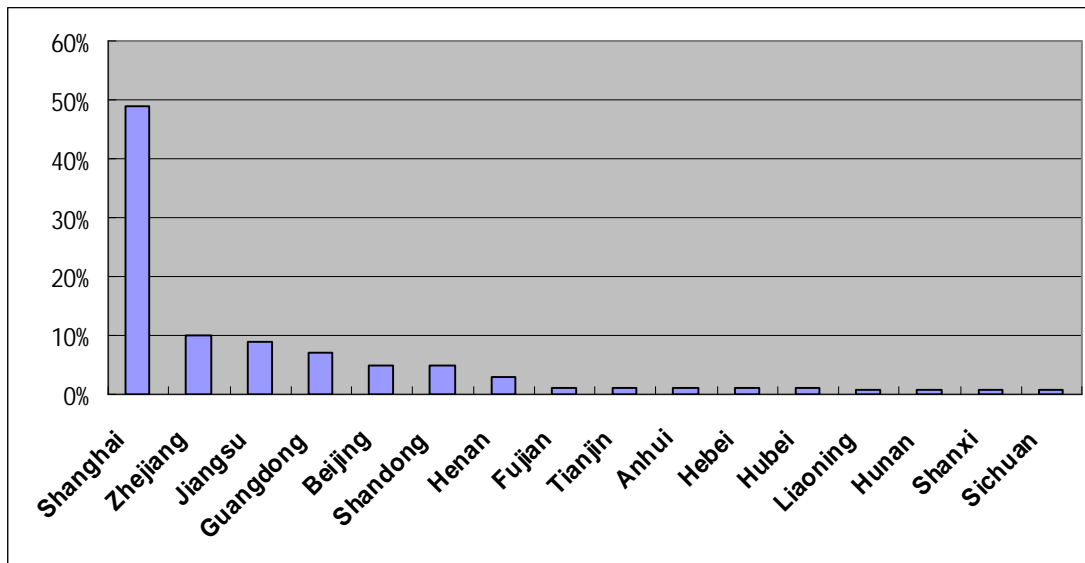
Domestic Buyers



International Buyers

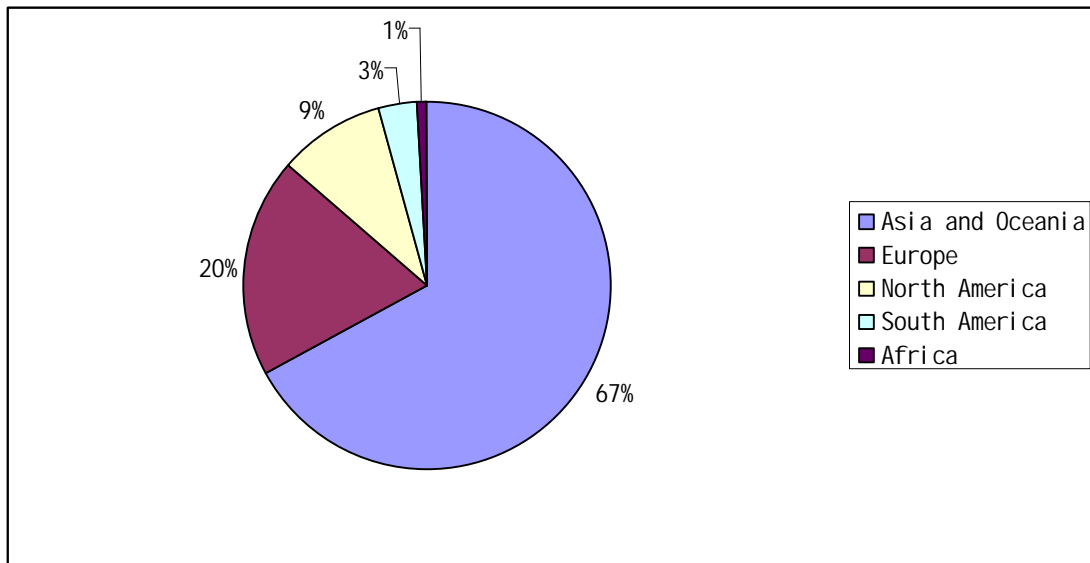


2. Province and city rate for domestic buyer (not including HK, Macao and Taiwan)

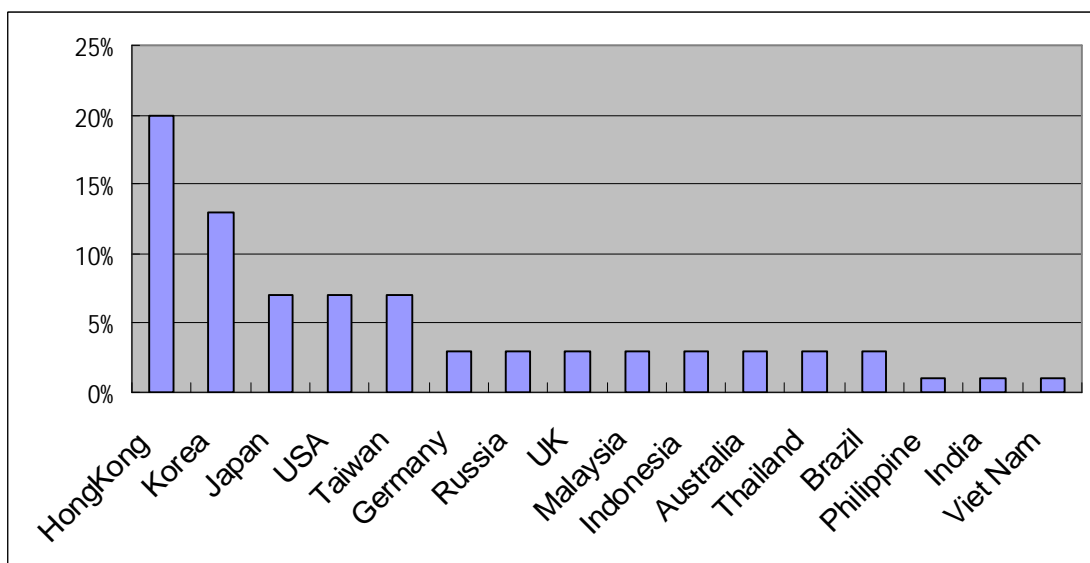


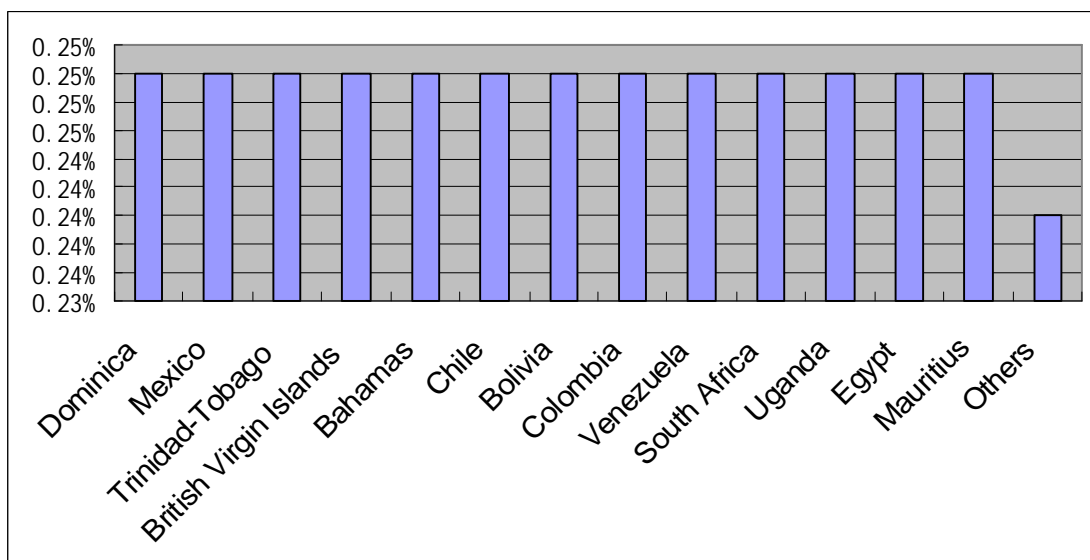
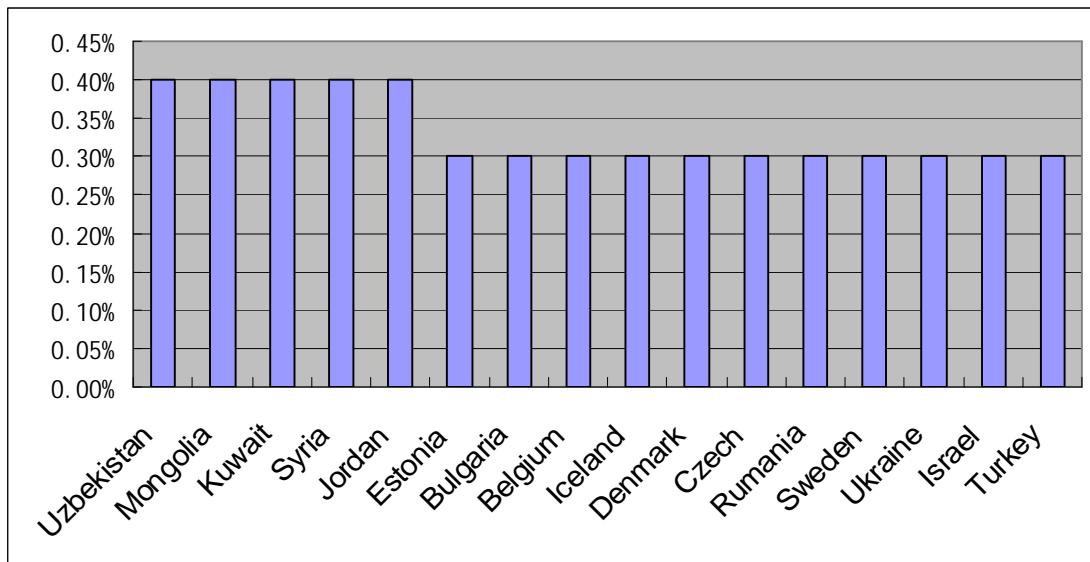
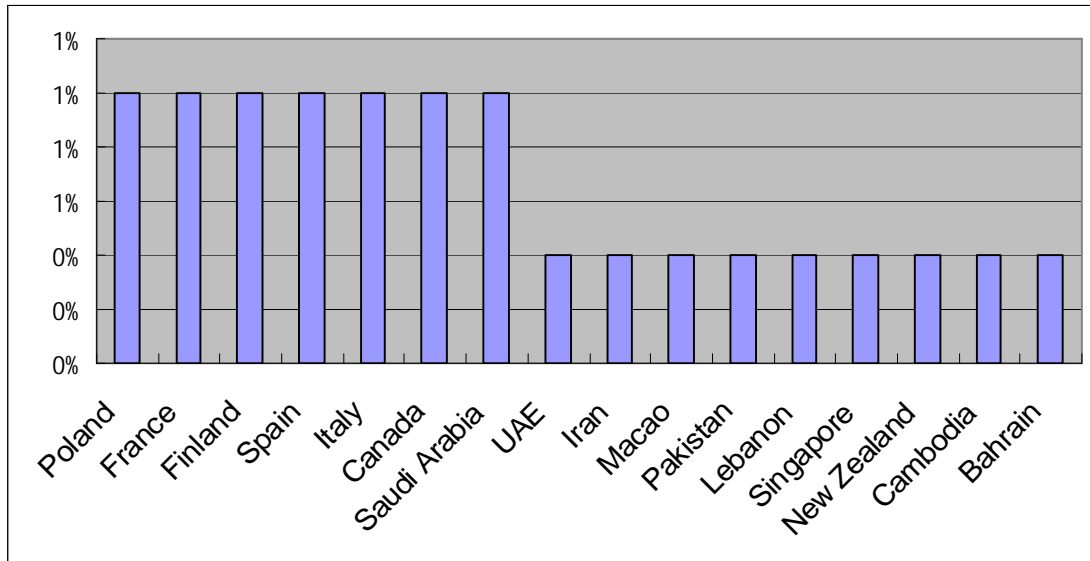
3. Country rate for International buyers

3.1 Continent rate for international buyers



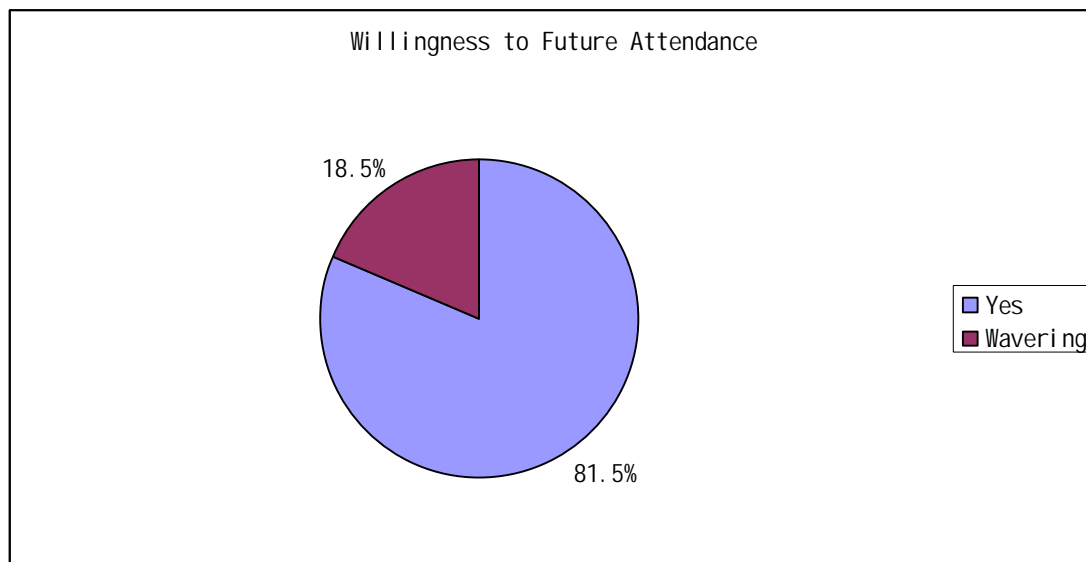
3.2 Country and region rate for International buyers (including HK, Macao and Taiwan)





4. Willingness to Future Attendance

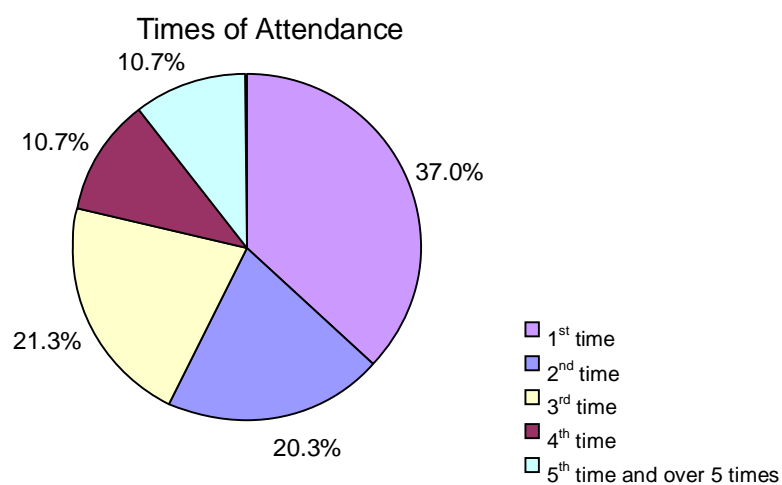
Some 81.5% said they would attend Toy Expo in the coming years, while the rest 18.5% wavered in their willingness. None of the buyers said no when talking of chances of future attendance.



IV Analysis for Domestic Buyers

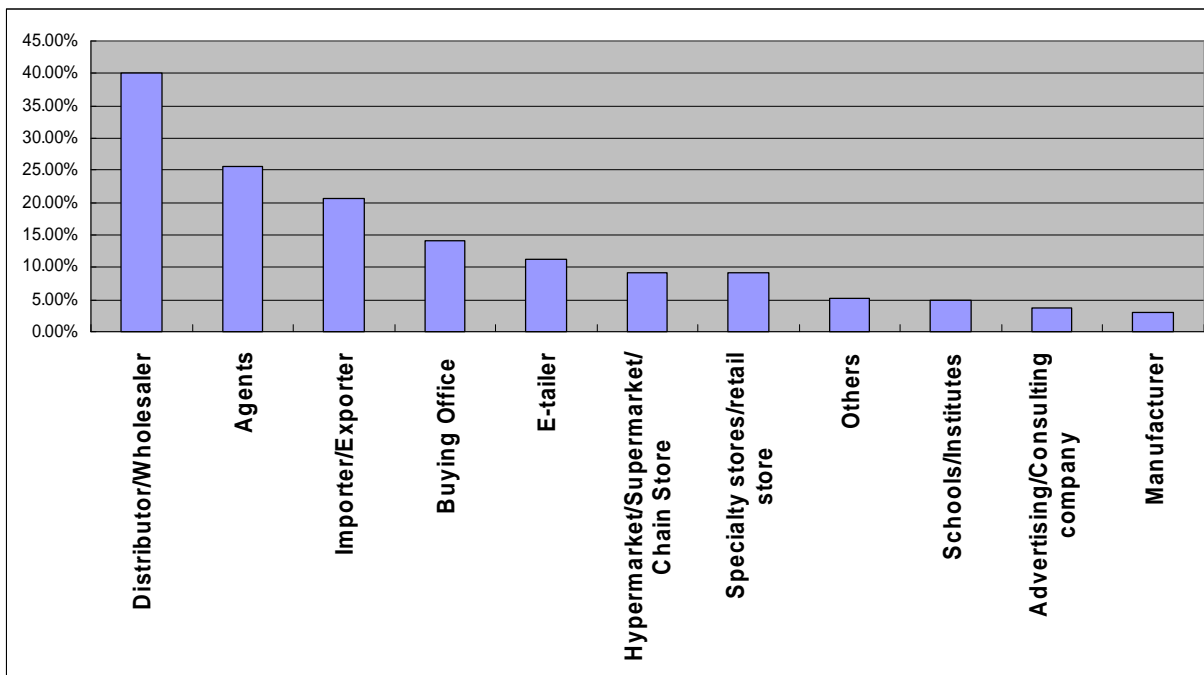
1. Times of Attendance

Of all the professional buyers interviewed, 37% were the first time to attend the Toy Expo; 20.33% were the second time; 21.33% the third time; 10.7% the fourth time and 10.7% were the fifth time or even over 5 times to attend the exhibition.



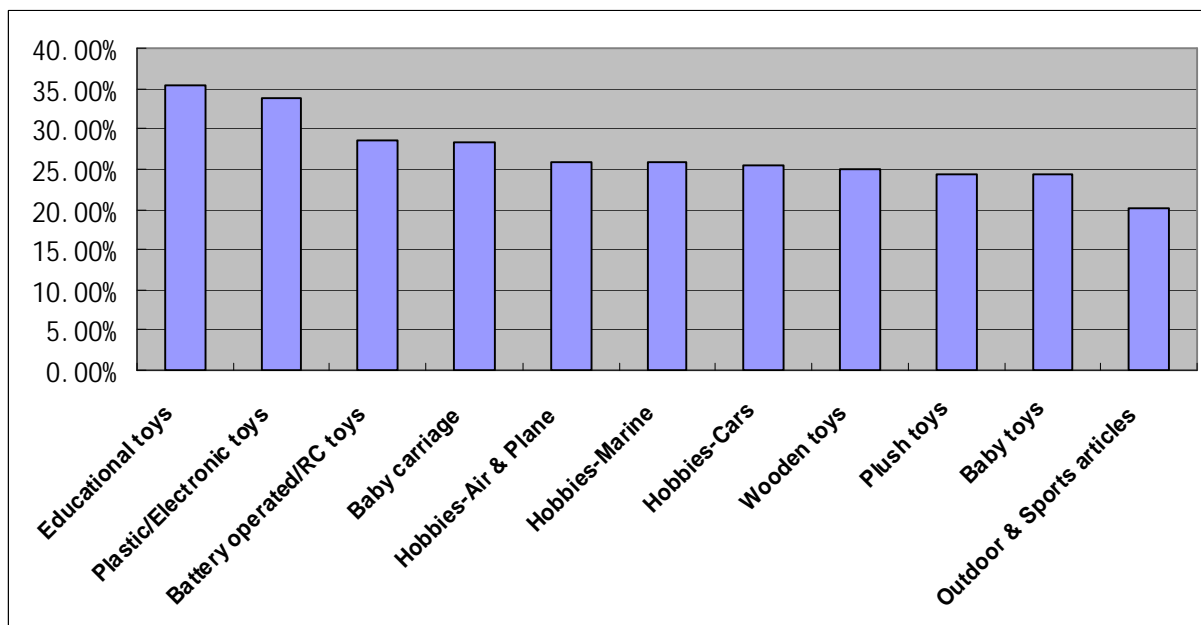
2. Nature of Business

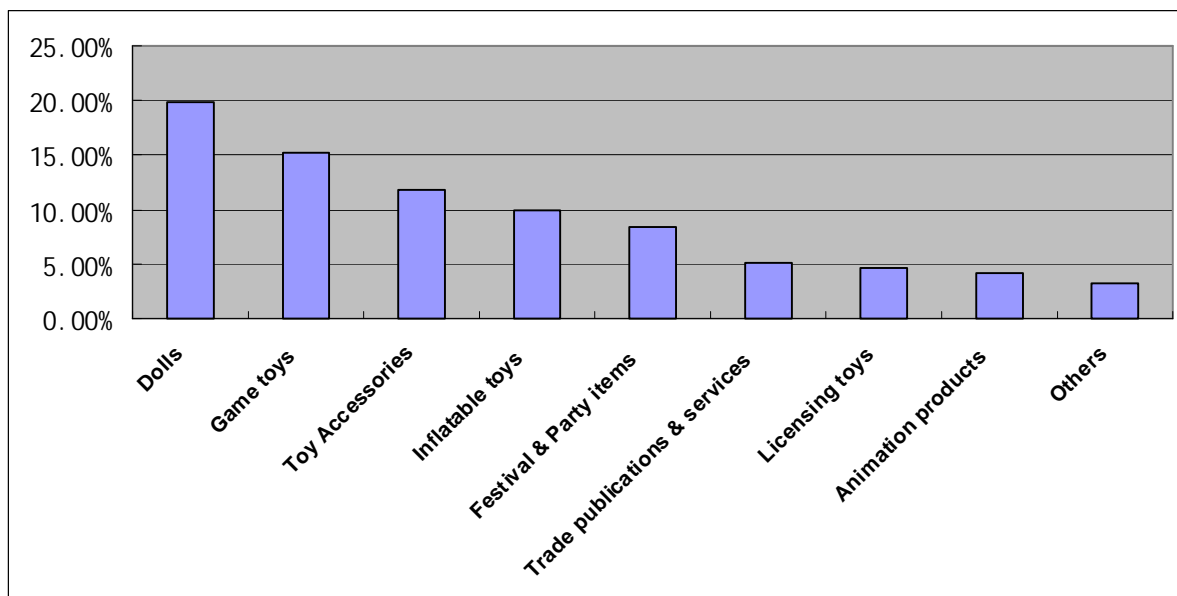
More and more national agents, distributors, wholesalers and retailers join in the China Toy Expo. All these show that the CTE has been the best and most important platform for them to purchase and find cooperation opportunities.



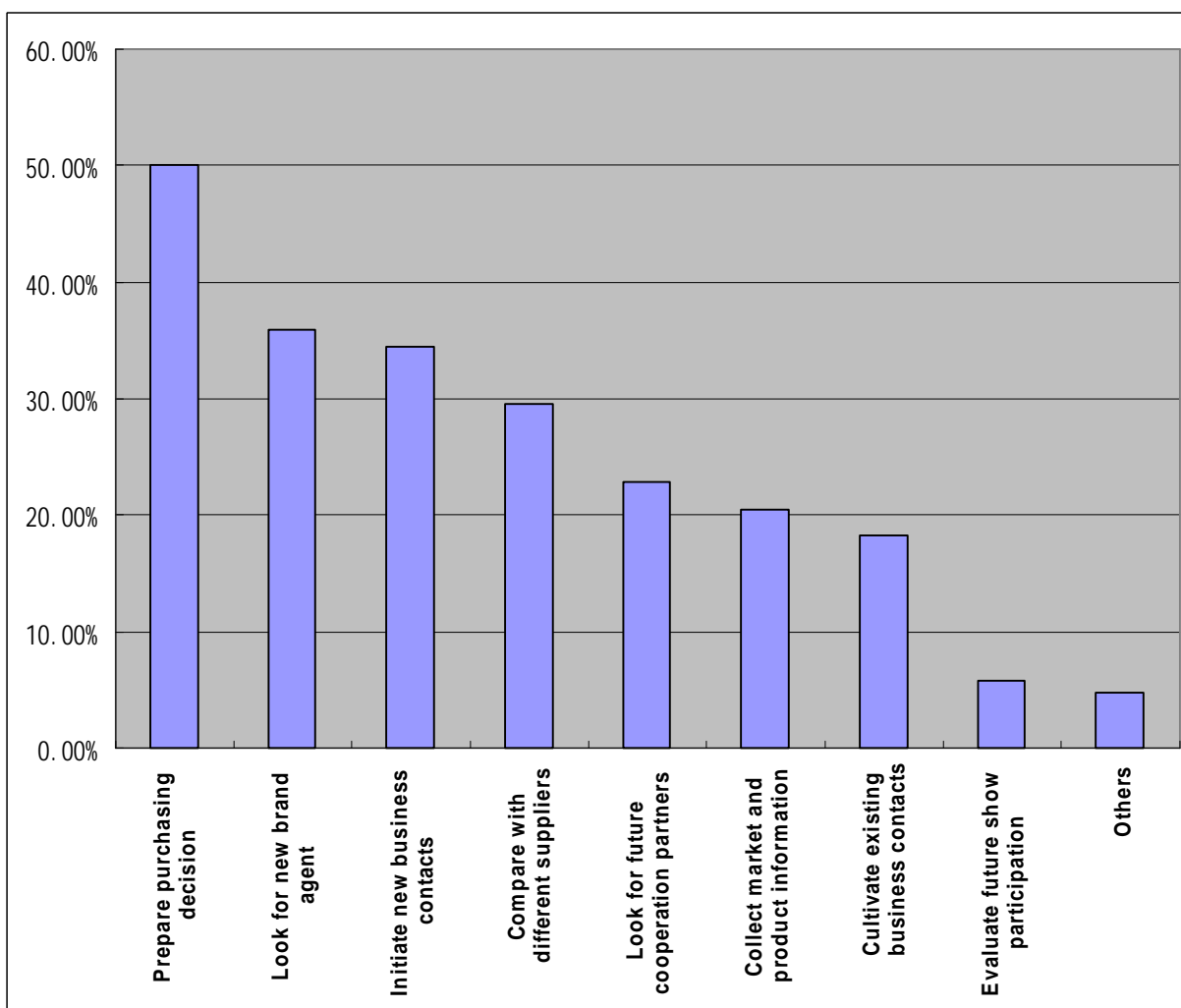
3. Product Interest

Rate of product interest for domestic buyers as following:





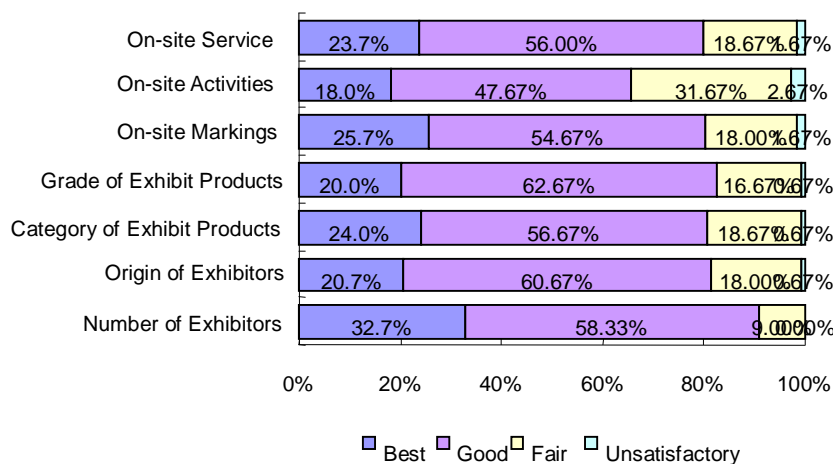
4. Purpose for the visit



5. Evaluation of Expo

The professional buyers interviewed showed satisfaction in overall impression of 2009 China Toy Expo, particularly in aspects of number of exhibitors, grade of exhibit products and origin of exhibitors.

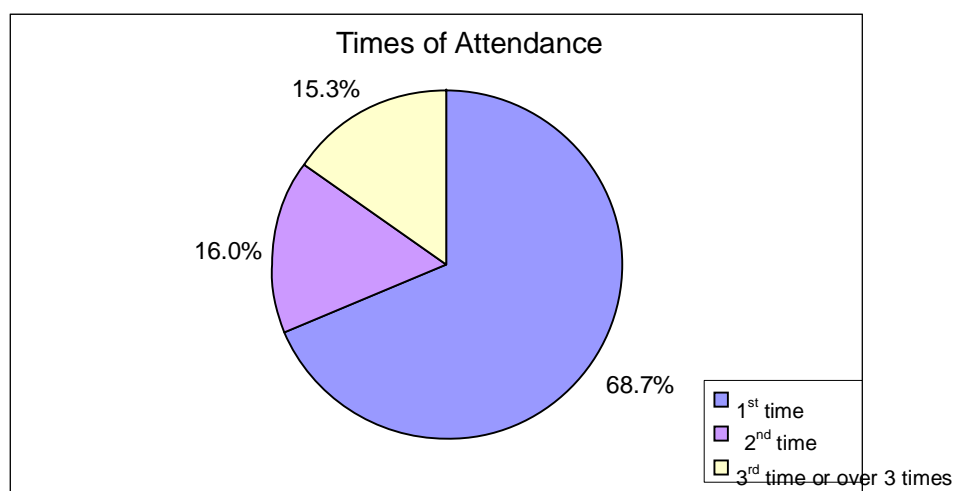
Satisfaction Evaluation of Expo Expectation



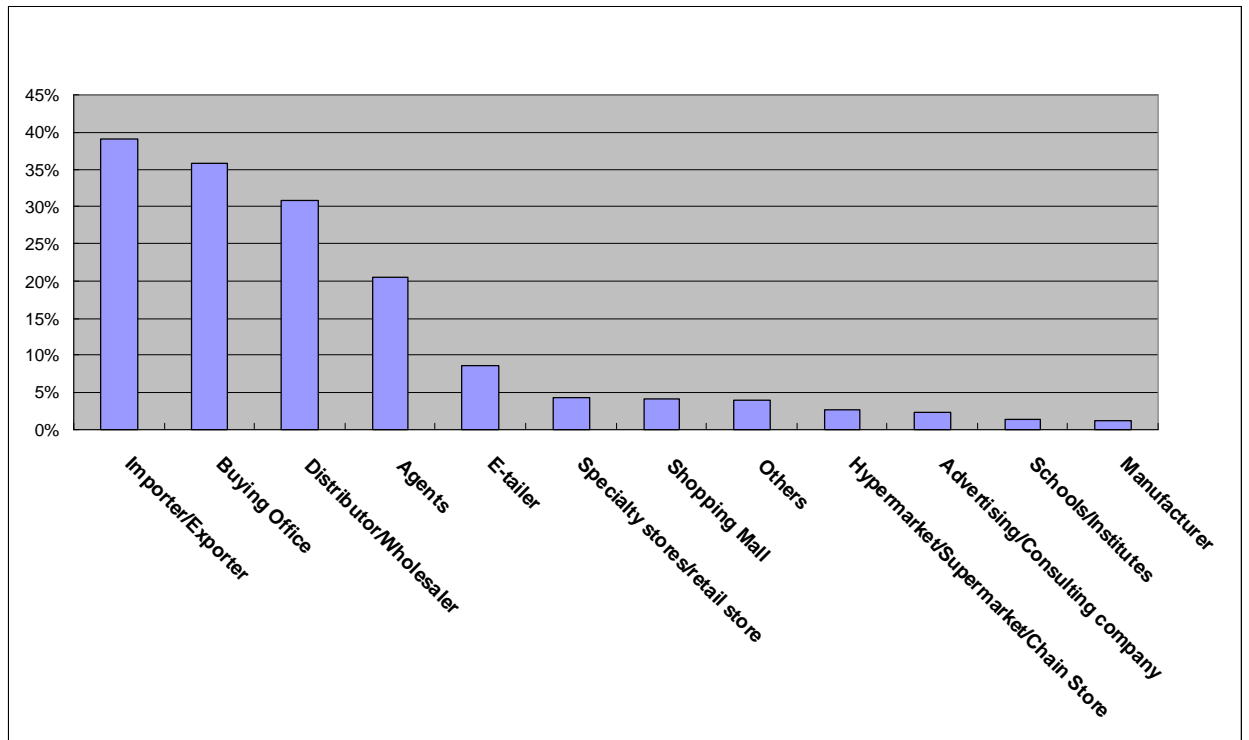
V Analysis for International Buyers

1. Times of Attendance

Among the international buyers, 68.7% were the first-time-comers; 16% were the second-time comers; those who had attended three times or even over three times amounted to 15.3% of the total. All these show that the organizer get better response in inviting international buyers and more and more international have the willings to attend the CTE.

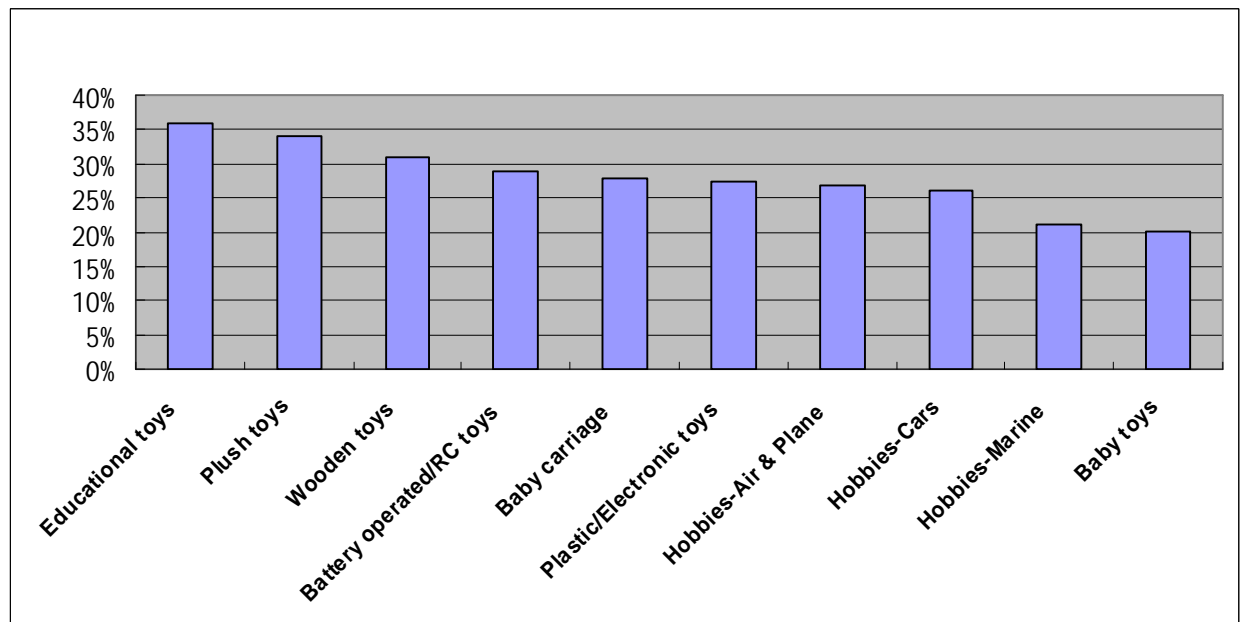


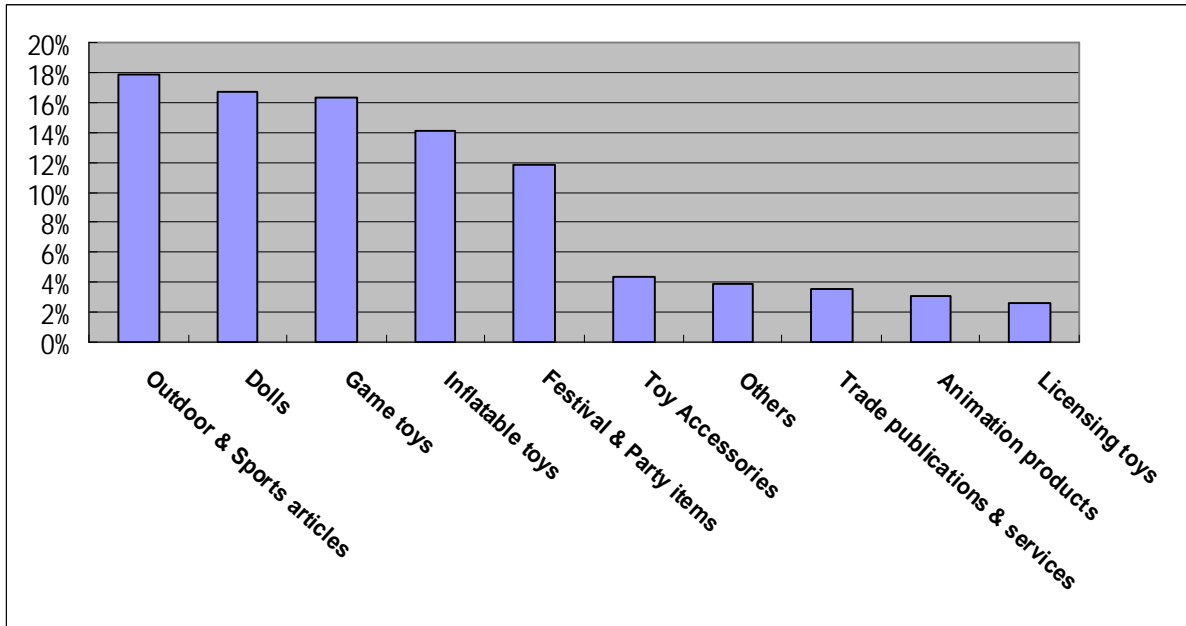
2. Nature of Business



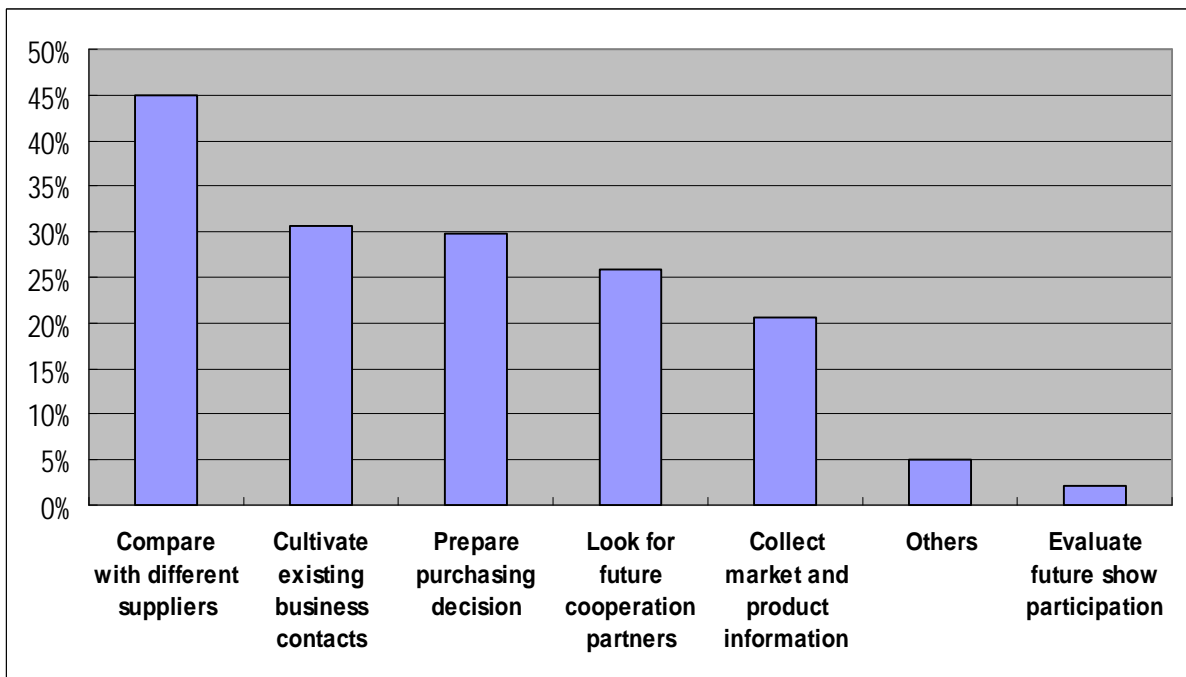
3. Product Interest

Rate of product interest for international buyers as followings:





4. Purpose for the visit



5. Satisfaction in Expectation of Expo Significance Factors

Among the determining factors of international buyers interviewed, the satisfaction factors in expectation are listed below according to priority: quality of exhibitors, number of exhibitors, quality of exhibit products, category of exhibit products, Internet momentum, on-site service and on-site activities. All the international buyers sang high praise for quality and number of exhibitors, quality and category of exhibit products.

Satisfaction in Significance Factors

