

Hong Kong Spotlight

Six Questions

HKDTC Showcase

In Focus

Trader's Choice

What's New

About Hong Kong Trader

Hong Kong Trader targets key decision-makers in business and public life. The weekly online publication presents the developments and insights that matter, with a focus on dynamic Hong Kong and the rapidly evolving Chinese mainland. Hong Kong Trader also features a customised news section to meet the needs of individual readers.

Subscribe

Subscribe now to the new weekly Hong Kong Trader and get all the industry and regional news and insights you need to stay on top of your business and promising market opportunities worldwide. This valuable SME resource is free.

[Subscribe Now!](#)

Search

24 March 2010
Child's Play



Ryan Gunnigle, President and CEO of Kids II

infants from slipping in the bathtub. The company continued innovating "one toy at a time." In 2001, it opened its first international office in Hong Kong as the strategic launch pad for global expansion.

"At that time, the majority of our global accounts were sourcing out of Asia, and Hong Kong was rapidly becoming the commerce and manufacturing hub for the region because of its centralised location and great talent resources," says Mr Gunnigle.

"Plus, there was the draw of the Hong Kong Toys & Games Fair – the second largest trade show in the world – to attract new accounts, customers and potential business partners."

A Vital First Step

He says Hong Kong was a critical first step-out. "As our mission statement proclaims, we are committed to innovating products, innovating processes and developing global brands. Continuous new product introductions and rapid global expansion necessitated a broader global network and supporting operations. Building our Hong Kong headquarters was our first and most critical step towards building a global infrastructure that aligned with our fast pace of growth."



US firm The Design Atelier brought the new showroom to life

"A baby's needs are timeless," says Ryan Gunnigle, President and CEO of United States-based Kids II. "It's the needs of moms and dads that demand innovation."

This commitment to innovation has propelled Kids II from a single-product company in 1969 to a global corporation that ranks as one of the world's fastest growing infant-products companies.

Mr Gunnigle says Kids II's Asian headquarters in Hong Kong has been pivotal to that growth. "With more and more trade visitors travelling to Hong Kong, it was natural for us to open a showroom and gallery there," he says.

Kids II was given life when its founder, a grandmother, came up with an idea to keep



Toys from Bright Starts, Kids II's flagship brand

Kids II opened its first shop in Hong Kong in 2008. By 2009, it had expanded to a larger, 1,500-square-foot showroom in Tsim Sha Tsui designed by Melanie Millner of The Design Atelier, Inc.

The Kids II portfolio consists of Bright Starts, its flagship brand, as well as licences with Disney for the Baby Einstein and Winnie the Pooh brands. Its products are sold in more than 60 countries. "We are very proud that we consistently deliver innovative infant toy and gear products that have revolutionised the industry time and again," says Mr Gunnigle. "In fact, in the company's 40-year-history we have produced over 70 award-winning products."

He says Hong Kong, as the Asian hub for juvenile-marketing products, offers tremendous opportunities for growth in the region due to evolving demographics.

"Through our research and global market analysis, we have also discovered that Asian parents know and seek quality products and are willing to spend more for them than most parents in our other global markets. Our product philosophy aligns with the needs of this market."

Committed to Hong Kong

The global economic downturn proved a challenge for the retailer, which is now dealing with a consumer trend towards price sensitivity. "We are committed to the Hong Kong and Asian markets," says Mr Gunnigle. "We have a dedicated sales force and strong distributor partnerships to support and build upon our retail expansion in this growing region."

Hong Kong remains, along with the US headquarters in Atlanta and the Kind + Jugend Fair in Cologne, Germany, one of the three most relevant marketplaces to showcase Kids II products and capabilities to the world. The Tsim Sha Tsui showroom has maintained "a year-round stream of visitors," and further expansion within the next five years is probable, he says.

"Hong Kong has also served as a great talent pool for design and engineering resources, which is critical to our mission of innovation," Mr Gunnigle adds. Kids II is partnering with one of the world's most comprehensive art and design universities, the Savannah College of Art and Design (SCAD), which is



The InGenuity Collection combines technological innovation with on-trend styling

scheduled to open a Hong Kong campus in September. Twelve students from SCAD's industrial design department will present their toy-and-gear design concepts to the Kids II design staff in Hong Kong this summer, he says. Based on the designs' marketability, Kids II, which has hired several SCAD alumni in the past, will offer internships or full-time employment to several of those students.

"At Kids II, we instill a strong work ethic and we pass that along to the students we mentor. In return, they provide the latest technology and design trends, so it's a perfect fit."

Related link

[Kids II](#)

Cannot find what you are looking for?



Contact our Customer Service Officers

- [Chat online](#)
- [Email HKTDC](#)



Subscribe to Hong Kong Trader

The only eNewsletter from the HKTDC that allows customisation according to your interests and business needs. **[Subscribe Now!](#)**

Font Print Email this page Newsletter RSS Feeds Mobile Device

Regional Websites: [Deutsch](#) | [Español](#) | [Français](#) | [Italiano](#) | [Português](#) | [日本語](#) | [한국어](#) | [Українська](#) | [العربية](#)

[hktdc.com Home](#) | [About HKTDC](#) | [Contact HKTDC](#) | [Advertise with HKTDC](#) | [Terms of Use](#) | [Privacy Statement](#) | [Site Map](#) | 京ICP備09059244号

Browse by: [China Suppliers](#) | [Hong Kong Suppliers](#) | [Products](#)

Best viewed in Internet Explorer 7.0 or 6.0 with a resolution of 1024 x 768.

Copyright © 2000-2010 Hong Kong Trade Development Council. All rights reserved.