

## Toy Talks

### Experts Speak on the Present and Future of Toys and Play

#### Speaker Profile



**Ms Crystal Zhong**  
**Executive Director of Kidsland International Holdings Ltd**

#### **Bio**

Ms. Crystal Zhong, Executive Director for Kidsland International Holdings Ltd, a HK-listed company with leading position and market share in China toy industry. She is also Managing Director for Kidsland China overseeing the group's China business. Ms. Zhong received her EMBA from CEIBS, the leading business school in China and has over 20 years of retail, brand marketing and distribution experience in the toy and infant product industry. In the past 20 years, she has been working with all the major international toy and infant product companies like LEGO, Hasbro, Bandai, Schleich, Siku, Brio, Chicco, Aprica, etc and has gained many experiences of building brand and business in China. Ms. Zhong is also a member of China Toy and Juvenile Association.

#### **Company intro**

Kidsland was founded in April 2001 in Guangzhou. After 16 years in business kidsland has accumulated an abundance of experience pertaining to toys and the market. Kidsland has been collaborating with famous toy brands around the world to create a global source for unceasing creative effort. After years of efforts, kidsland has successfully developed into a leading brand in the industry.

Kidsland has a fully integrated channels to market system with direct and distribution, online and offline. By the end of December 31, 2017, kidsland owns 242 stores in 43 cities, 535 department store counters in 77 cities all over China. At the same time, it works with toy & baby international chain customers, international chain store customers and also works with more than 900 distributors nationwide. The distributor sales network spreads across 143 cities nationwide, covering over more than 2900 distribution points. Kidsland has multiple online brand flagship stores and works closely with the major e-commerce network platforms in China.

Kidslands retail brand "kidsland" and "Babyland" have become the preferred retail platform for high & middle income families to choose for products. In 2017, kidsland collaborated with Lego to successfully launch the Lego Certified Store, actively prepared for the consumption upgrading, and further serve young families in China.