

Toy Talks

Experts Speak on the Present and Future of Toys and Play

Speaker Profile



Ms Kirsten Ytterbo
Senior Vice President of King Bee Toys

Bio

Kirsten Ytterbo is the Senior Vice President of King Bee Toys, a Chinese toy company bringing top international brands into China. She oversees the growth and expansion of King Bee's partnerships into the domestic Chinese toy market. Over the past 10 years, Kirsten has worked in Asia with a focus on Mainland China. She has combined her love for consumer products and studies in Chinese economics to understand and act on trends in Chinese retail. Ytterbo has worked for leading retailers in Asia including Toysrus and Tesco, where she led multiple teams and departments in buying, private brands, quality control and sourcing.

Company intro

King Bee Limited has been established since 2012 as a Chinese toy company bringing top international brands into China. They also specialize in manufacturing, distribution as well as provide online and marketing solutions in Mainland China. King Bee Limited is a division of Wong Hau Plastic Works and Trading Company Limited, which has been established for more than 66 years, and is focused on export and trading internationally.

King Bee works with brands like Transformers, Minions and Peppa Pig. In 2017, the company expanded its master toy agreements to include Oddbods, Miffy and Baby Riki for the Mainland China market.

The consultancy also provides unique observations and commentary at speaking engagements and conferences globally- furnishing the toy industry with exceptional blueprints for success. Additionally, Global Toy Experts publishes Global Toy News, a Web-based magazine that covers toy industry news and provides a variety of resource links.

www.globaltoynews.com