



**Toy Industry** Association, Inc.

## Welcome Remarks

Presented by Carter Keithley  
President, Toy Industry Association, Inc.

Presentation to the NIST Standards in Trade Workshop  
for the GCC Standardization Organization

New York, NY | March 24, 2011

# Welcome to New York City

- Thank you ...
  - to the GCC and GSO for suggesting this meeting with TIA and U.S. toy companies
  - to NIST for organizing the event



# Welcome to New York City

- Thank you ...

- to TIA members in attendance (in person and via webinar)

- Hasbro, Inc.
- Lego Systems, Inc.
- The Marketing Store
- Mattel (by phone)
- Mars Retail Group (by phone)
- Labs: SGS, STR, Intertek (by phone)



The Intertek logo, with the word "Intertek" in a white, sans-serif font inside a dark blue rounded rectangular box.

# 2009 World Toy Market



**\$80.28 Billion USD**

as of year-end 2009



# 2010 U.S. Toy Market



**\$21.78 Billion USD**  
as of year-end 2010

# TIA Membership

- TIA Regular Members account for roughly **85% of U.S. domestic toy sales**
  - 75-80% of toy companies are SMEs



**85% of U.S. Domestic Toy Sales**

\$18.5B of a \$21.78B Market

# Middle East: Market of Interest

**World's highest proportion of population aged 0-14**



# Middle East: Market of Interest



- In 2009, TIA organized a delegation to participate in the 8th Annual Middle East Toy Fair at the Dubai International Convention and Exhibition Centre.

Toy company exhibitors included:

- ALEX
- GameBrotherZ
- Gympanzee
- Huckleberry Toys
- KidKraft

**toyfair**

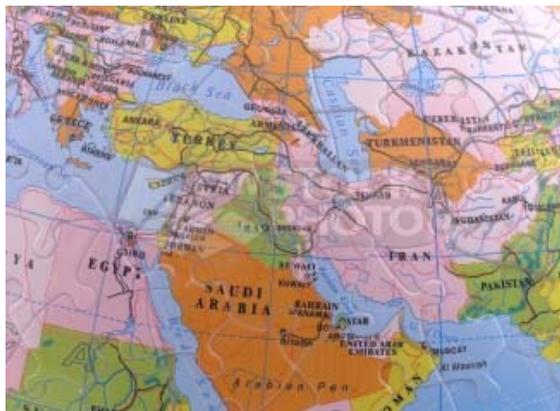
MIDDLE EAST

23-25 March 2009

Dubai International Convention and Exhibition Centre



# Middle East: Market of Interest



- We look forward to continuing an exchange of information about our respective regions and a discussion of how the alignment of standards and conformity assessment programs will provide a global market for all toymakers.

# Forum for Ongoing Discussion

## International Council of Toy Industries



International Council of Toy Industries



▶ Promoting international toy safety standards and a responsible attitude to advertising and marketing to children.

Australia

Austria

Brazil

Canada

China

Chinese Taipei

Denmark

France

Germany

Hong Kong

Italy

Japan

Mexico

Netherlands

Spain

Sweden

Switzerland

United Kingdom

United States



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