



## D5.2 Global report on KIDS business missions abroad | KIDS

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# KIDS EU in New York

For the United States mission, and after discussing with the companies, the preferred location is New York. The mission will target the [New York Toy Fair](#) (September 30<sup>th</sup> – October 3<sup>rd</sup>), combined with a programme of complementarity activities for SMEs.

KIDS has contacted strategic partners in the USA (ACCIÓ, Business France, Toy Fair, etc.) to explore the support they can get to organize a successful international mission on this country.

Here is the agenda to the mission:

## Programme

### DAY 1 – September 29th (Friday)

- Welcome network dinner with all the participant companies

### DAY 2 – September 30th (Saturday)

- MORNING: 9:00-11:30
  - Presentation on the US market : How to enter to the USA as an EU brand
    - With Carolyn McCall and Chris Byrne at the hotel [NH Collection on Madison Avenue](#)
- AFTERNOON:
  - Guided tour with each cluster to the best retail kid-related stores in NY

### DAY 3 – October 1<sup>st</sup> (Sunday) **toyFAIR!**

- Visiting the Toy Fair, including B2B meetings that companies will arrange on their own (via the Toy Fair app)

### DAY 4 – October 2<sup>nd</sup> (Monday)

Free time to visit the Toy Fair and New York



During the first day, all the companies who attend to the mission from each cluster have a relaxed time to meet each other and enjoy a typical Italian-American dinner.

The companies from each cluster were:

KID'S CLUSTER	CEIV	Lifestyle & Design Cluster	Nova Child
DEVIR	CAYRO	Modu	LOLILO CORP
EDUCA BORRAS	Muñecas Paola Reina	House of mammashop Aps	Globe Trotoys
SISTEMES THEAD	Claudio Reig	Op & Ned	Quizotrésor
	Cool Dreams (EBBES DESIGN)	Resense Denmark Aps	Le jouet simple
			Moulin roty

On the second day, 2 experts in the USA market, focused on the sectors that are included in the Child's sector gave a speech to the companies where the companies had time to ask questions about the differences in the regulations between the USA and Europe, tendencies, difficulties of the market, entrance barriers, and other kinds of doubts:

## US market experts



**Carolyn  
McCall**

Carolyn McCall has over 30 years of experience in Specialty Retail & Global Lifestyle Brands, both in the USA & Europe. Her work mainly focuses on creating and executing product & business strategies for specialty retailers and lifestyle brands and has personal experience in kids products, specifically clean apothecary and cosmetics for kids.

- Retail and lifestyle brands
- e-commerce, marketplaces and different avenues of distribution
- Retail situation in NYC and highlights
- Discover the keys to accessing the US market as an EU brand



**Chris  
Byrne**

Is a toy analyst, researcher and consultant, with more than 30 years of industry. He is an acknowledged expert on toys and play in the culture with an extensive knowledge of toys, education and child development to his work. He was instrumental in the development and merchandising of many successful products.

Works with companies of all sizes and entrepreneurs, helping them to develop and launch products. He consults regular to the analyst and investment community about the international business of toys.

- Games and Toy trends
- Development of merchandise and licensing strategies
- Best digital marketing strategies and content creation



In the evening, companies and clusters have time to explore the city and visit different representative retail shops in New York. On the third and last day, companies and clusters have free time to explore the Toy Fair looking for opportunities and networking with the companies who have their booth at the Fair and attending the conferences that the Fair organizes covering topics related to the toy Industry.



Some conclusions about the American market were that it is a very aggressive market regarding pricing, with the added difficulty of export costs from Europe. Products in the market are subject to their regulations, which are very different from those in Europe.

Some recommendations from experts and companies with whom meetings were held were that the best way to enter the market was through Canada or Latin America, or by relocating production centers to the United States, which represents a risky investment.

# KIDS EU in Seoul

Referring to South Korea is all already prepared.

Previous to the mission a meeting with all the clusters and the companies who attended the mission was made to introduce a bit about the Korean culture and solve doubts about the mission.

## PRACTICAL INFORMATION

- Time difference with France: +9h
- Exchange rate: 1 euro = 1463.74 South Korean won
- All your expenses can be paid by bank card, but we recommend that you withdraw at least 150,000 South Korean won = around €100.
- Take a SIM card as soon as you arrive at the airport
- Install the applications Kakao Talk (= Whatsapp) Kakao T (= Uber) and Naver Map (=Google map)



- Hotel : Mondrian Seoul Itaewon - 23, Jangmun-ro, Yongsan-gu, Yongsan-Gu, 04392 Séoul ;  
+82 220 762 000

The program of the mission is divided into 3 days, 16 to 18 April of each day.

The first day will be an immersion into Korean Culture and 2 local experts will present you the country, the cultural differences, the latest trends and the strategic opportunities for the kids brands.

The second day will be dedicated to the visit of the different distribution networks: department stores, multibrands stores, concept stores, etc.

The third day will be dedicated to collective B2B meetings with local partners.

Here is the agenda of the Mission:

### Day 1: 16/04:

10h 12h - Presentation of the Korean market by the French-Korean Chamber of Commerce

12h30 14h30 - Lunch buffet with the members of the French-Korean Chamber of Commerce

15h 17h : Presentation of the the kids sector in South Korea with Latitude 37

19h 22h - Korean Barbecue

### Day 2: 17/04:

10h 13h - Group tour of department stores

14h30 16h30 - Individual visits to specialist distribution networks

17h 19h - AI ART Center

19h 22h - Traditional restaurant

### Day 3: 18/04:

9h00 10h30 - Meeting with Biz Big Bang - Taehoon Lee - In the hotel

11h00 - 12h30 - Meeting with ELAND - In the hotel

14h00 - 15.30 - Meeting to be confirmed.

16h30 - Meeting with Lotte - 14F, 518, Teheran-ro, Gangnam-gu, SEOUL

19h30 - A drink to round off the mission with Lotte Tower

20h - Closing dinner.

30/04/2024 – Update

The South Korea mission was also like the New York mission a great opportunity for the companies who came with each cluster to introduce and have a better vision of the South Korea culture and market.

On the day dedicated to the welcome of the companies, the 15<sup>th</sup> of April, when all the companies arrived from different points of Europe, we had dinner with all the participants of the mission at the Mondrian Hotel where all the companies had time to meet each other and introduce themselves



Companies that come from each cluster were:

KID'S CLUSTER	CEIV	Lifestyle & Design Cluster	Nova Child
The Onion Inside	Cayro	MAIT – Mini a Ture	Globe Trotoys
English Summer	Miniland	Smafolk	Topla
Kids & Us	Cool Dreams	Bonvira	Gautier
	TodoToys	Maileg	Maison Polochon
		Flexa	Bioviva

On the first day of the mission, the 16<sup>th</sup> of April which was dedicated to introduce South Korean Culture, the group went to the French-Korea Chamber of Commerce where at first, Titouan from Nova CHILD cluster introduced the KIDS project to all the companies that attend to the meeting, and the personal from the chamber of commerce give some relevant information about how important is the e-commerce nowadays in South Korea.



After that, Latitude 37 introduced the kid's sector including also giving useful information about the gifting culture, how Korean culture values luxury and fashion, ways to get inside the Korean market through different distributors and retailers, and some information about how taxes and prizes work in South Korea, something that companies find interesting.

To end the day, the group went to a Korean barbecue where the group enjoyed the typical South Korean dinner.

On the second day, 17<sup>th</sup> of April, which was dedicated to the retail tour and other activities related to the child sector, the groups were divided to attend different activities:

During the morning, it was free time to explore the department stores that were proposed by Nova Child and Christel who was helping them organize the mission.



In the afternoon some of the participants of the mission visited the Lycée Français in Séoul, where the participants could appreciate the differences with the European culture.

Other members of the groups attended the AI Center at the University where they explained the uses of the AI generating art and how they give it the human touch.

Something that caught the attention of the companies was that in the department stores were not an area dedicated to toys or child products like what happens in Europe and if were interested in toys you

should go to specific stores, how well prepared there were rooms on each floor for the care of small children and babies.

The last day, the Thursday 18<sup>th</sup> was dedicated to B2B meetings in the hotel, the companies attended the meeting of Biz Big Bang, Eland, and Gymboree and after the presentation of the companies, had time to exchange some information about their own companies, the products that each are specialized and business cards to keep in contact in the future.



In the afternoon the group moved from the hotel to have a meeting with a representative of Lotte Group one of the biggest companies in South Korea.

To round off the mission, the groups went to Lotte Tower to have a drink and exchange conclusions about the mission.

Some conclusions regarding the Korean market were that it is a difficult market to access due to its highly protectionist nature. Therefore, the general recommendation from experts was to enter through a brand that already has a presence in the country.

Regarding sustainability issues, even though this could be considered an opportunity due to the difference in advancement compared to Europe, consumers do not place much importance on this aspect when purchasing products.

# KIDS EU in Santiago de Chile

Referring to the Chile Mission, CEIV is collaborating with the Chamber of Commerce of Spain in Chile to organize the mission and contact retailers and distributors from the country.

They already sent a draft of the agenda for days 3 to 5 of June:

## Day 1: 3/6

09:00 - 10:30 - Initial meeting in the Chamber of Commerce where the main topic will be introducing general information of the country.

11:00 - 12:30 - Meeting with experts of the different sectors that are included in the Child Sector.

14:00 - 15:30 - Group meeting with local shops. (Examples, Ripley, Falabella, etc.).

16:00 - 17:30 - Group meeting with local shops.

19:00 - Dinner in a local restaurant of typical Chilean food.

## Day 2: 4/6

09:00 - Individual meetings. During the day, each company will have his own agenda.

of meetings with local companies attending to their interest and needs.

20:00 - Dinner at a Creole or similar restaurant with typical food from the country

## Day 3: 5/6

09:00 - Visit to 2 or 3 Shopping Centers Examples: Parque Arauco, Alto Las Condes and Costanera Center.

13:00 - Lunch near to the Shopping Centers

15:00 - 17:00 - Other Activities (optional). Recreational and tourist activities, such as visiting emblematic places of Santiago (La Moneda, Cerro San Cristóbal, etc.).

18:00 - Official farewell.

As mentioned before, they are still working to send us a specific agenda with potential retailers and distributors.

The planning experimented some modifications, especially related with the B2B meetings in order to give enough time to the companies to have longer meetings and new additions to the companies from Chile who were interested in attending to the Business round.

The companies that attend from each cluster:

KID'S CLUSTER	CEIV	Lifestyle & Design Cluster	Nova Child
Kids&Us	TodoToys		Bioviva
Eduxarxa	Cooldreams		Deglingos
Jovi	CETEM		Terre de Marins
Eurecat			

The first day: 3/6, didn't had modifications, the meetings introduced the main cultural differences of the Chilean culture compared to Europe and the most important information to introduce the companies into the Chilean market.



Presentation of the Chilean culture and market at the Chamber of Commerce

- 09.00 - Ismael Castelos, Market Analyst of ICEX in Chile.
- 09.30 - Marcos González Wittig, Lawyer
- 10.00 - Liza Ananías, Retail Expert; Presentation on the children's market in Chile
- 10:30 - José Bravo, Internationalization Specialist
- 11:00 - Luigina Sartori Fuentes, Director Villa España School
- 11:30 – Juan Pablo Molinero, General Manager, Dictuc



The second and the third day that were planned for the B2B meetings were divided in different groups to a better organization.

The companies that attend on **Day 2: 4/6**

**Tuesday 09:00**

- Fallabella
- Dorel Juvenil (Infati)
- Todoproductos-KidsCool
- Jugueteria Alemana

**Tuesday 11:00**

- ExploraKids
- Mamás Mateas
- Caramba



The companies that attend on **Day 3: 5/6**

**Wednesday 09:00**

- Inversiones Dominga
- Kuprem
- Intek

**Wednesday 11:00**

- Abejareina
- Mirax
- DXB
- Alfosino



The afternoon of the second the group visited LEITAT, a technological Institute for Research and Innovation in Chile where the personnel introduce the latest topic of investigation in the country. The afternoons of the first and the third day the group visited Local Stores and Malls.



Some conclusions about the Chilean market were that, due to cultural similarities with Spain and Europe, the country's legislation regarding product certification is relatively similar to that of Europe. Additionally, it is not difficult to open a new "brand" or "company" in the country, no more so than it is in Europe.

The country has a high volume of imports from China, which, even if they do not meet the required regulations, still enter the market. Regarding distribution channels, most stores selling children's products are located within shopping malls, so the most advisable way to establish a presence in the country is by introducing the product in these places.

Some particularities that caught the attention of the attendees included a fondness for board games and wooden toys.