



Toy Industries of Europe

**Making sure safe toys can be exported to
the GCC states**

**GSO – Economic Operators open Day
14 December 2020**





8

NATIONAL
TOY ASSOCIATIONS

18

INTERNATIONAL
COMPANIES

8

AFFILIATE MEMBERS



The Magic of **PLAY**

**More than 12
million children in
the GCC**

Regular play benefits children's
health, well-being and
development and builds the
foundations
for adult life

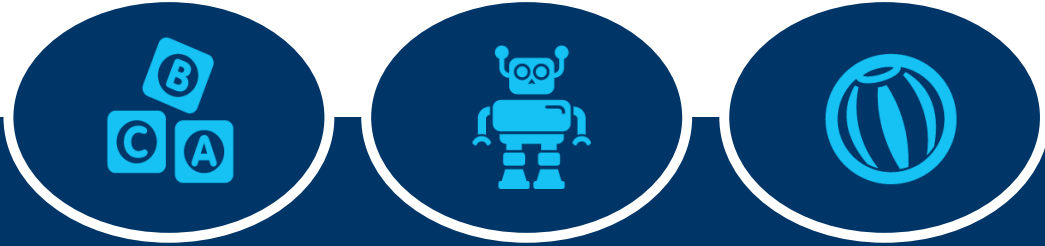


Reputable manufacturers prioritise toy safety

- EU Toy Safety Directive & EN Series of Standards
- US ASTM Standards, ISO Standards.....
- Own in house safety assessment & safety tests
- External safety consultants
- 3rd party testing labs / Notified Bodies

Toys from
reputable
manufacturers
offer the safest
play experience
for children

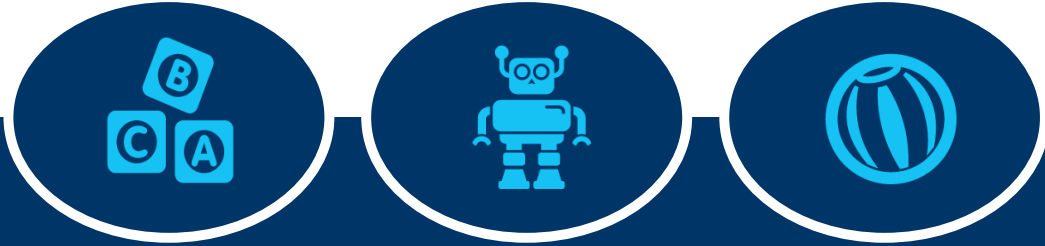
Some specificities of the toy sector



- ✓ **Safety requirements for toys:** Toys are subject to many and detailed requirements, including on chemicals, that manufacturers comply with
- ✓ **Wide range of SKUs:** There is a much larger range of SKUs for toys than for other products – a toy company can sell between 500-1000 different SKUs to retailers



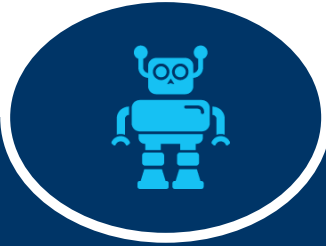
Some specificities of the toy sector



- ✓ **Innovation:** Many new toy models are introduced on a yearly basis +30% of the product ranges
- ✓ **Low margins:** Toys have low-prices
- ✓ **Seasonality:** Eid, international product releases,....



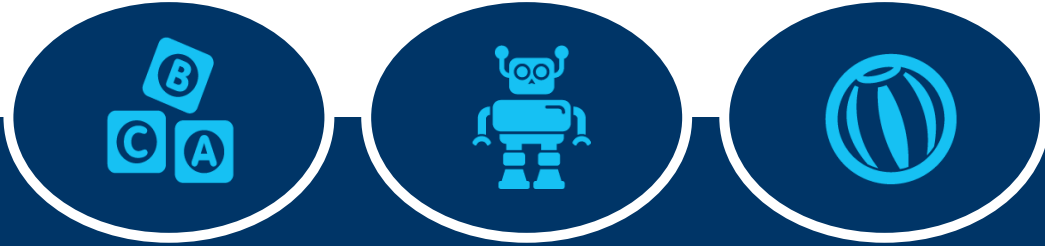
Importance of supporting reputable manufacturers when developing legislation



- ✓ The rules should be workable for manufacturers of safe and compliant products. If rules and procedures are too complex and costly, you risk boosting the sale of toys from rogue traders
- ✓ Predictability is important. It is important that changes in legal requirements can be anticipated well in advance – lead times



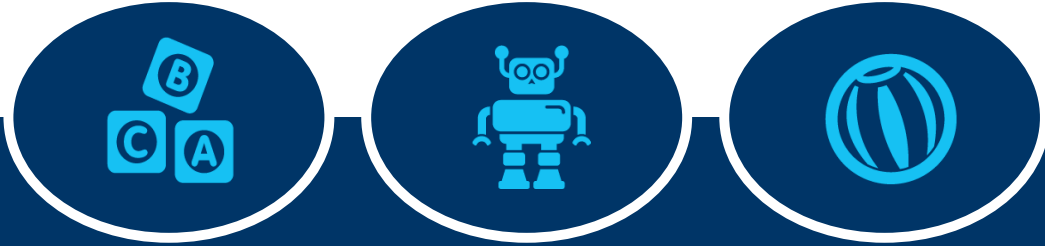
EU – stakeholder involvement



- ✓ TIE interacts regularly with the European Commission on developments related to the EU toy safety rules, but also on the development of guidance documents and to discuss implementation:
 - Public consultations, targeted consultations for example for economic operators, detailed impact assessment for each legislative proposal.
 - Toy Safety Expert Groups, also brings together national experts from all EU member states and other stakeholders like Notified Bodies



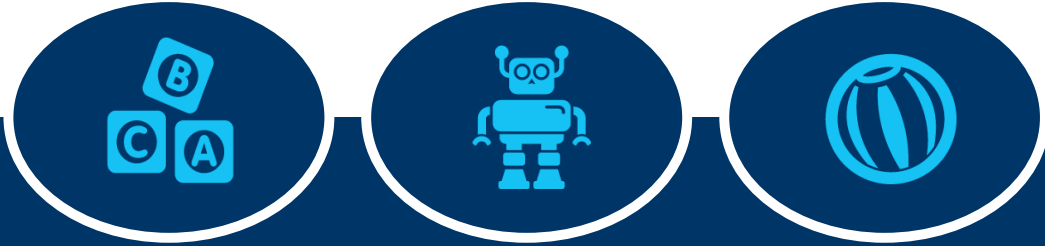
To sum up....



- ✓ To be able to make effective rules, effective guidance and effective implementation, it is important to involve reputable manufacturers.
- ✓ We have a common interest in keeping unsafe toys from illegal traders from the market. This process doesn't stop when technical regulations are adopted.



TIE conclusions



- ✓ Consult with stakeholders before drafting new legislation
- ✓ Understand the impact on reputable manufacturers
- ✓ Predictability
- ✓ Maintain structured dialogue, involving industry: Set-up an effective consulting group.

Also address:

- When other GCC technical regulations may apply to toys
- National initiatives from GCC countries





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Thank you

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