

Singapore, 27th August 2020

The Southeast Asia Toy Association relaunches as Asia Toy and Play Association and welcomes a new board member

The Board of the Southeast Asia Toy Association (SEATA) is pleased to announce the relaunch of SEATA as the Asia Toy and Play Association (ATPA) effective immediately. The relaunch reflects the expanded geographical scope of the organisation as it encompasses the rest of Asia (excluding China). Members will be able to access new business-oriented services which aim to support companies in their expansion to and within Asia. In addition, the organisation will continue to represent members' interests vis-à-vis Government and regulators in the region.

Lizum Mishra, Chair of the Board commented: ATPA's mission will remain unchanged – we remain committed to promote every child's right to access safe toys and learn through play, while providing thought leadership and advocating for fair practices, and a transparent legislative environment, that enables responsible companies to grow the industry. ATPA also strongly believes in ethical trading and manufacturing, promoting a value chain that looks after both people and the environment and we have strong global partnerships that support these goals.

Along with the relaunch, ATPA is also happy to welcome Ivan Franco, the South Asia General Manager of Mattel, as a new member on the Board of Directors. With his guidance ATPA also aims to strengthen and expand what SEATA achieved – both as a trusted advocate and business partner. Ivan graduated from De La Salle University with a degree in Industrial Engineering and minor in Mechanical Engineering. With more than 16 years of sales and marketing experience across Southeast Asia and the Pacific under his belt, Ivan is trusted to bring further success to ATPA.

About the Asia Toy and Play Association (ATPA):

ATPA is a non-profit membership driven organisation whose mission is to provide all children with access to safe and educational toys. Supporting the sustainable growth of the toy sector value chain in the Asia region and advocating the importance of learning through play, ATPA brings companies and stakeholders together to share knowledge, respond to industry issues, raise public awareness, and engage with policymakers and influencers to find solutions for the toy industry.

For more information please refer to ATPA's newly launched website (www.atpa.asia) or email info@atpa.asia.