

A large indoor exhibition hall with a high ceiling and industrial lighting. The floor is covered with a large number of colorful mascot characters, including a white cat-like character, a pink pig-like character, a white dog-like character, a brown bear-like character, a yellow cat-like character, and a blue cat-like character. People are seen taking photos of the mascots. In the background, there are various exhibition booths and displays.

# CHINA LICENSING EXPO 2020

— 10-12 OCTOBER —

**27,000m<sup>2</sup>**  
**230+** exhibitors  
**1000+** brands/licensing properties

2020 forecast

## EXPLORE THE HUGE POTENTIAL OF CHINA'S LICENSING MARKET

**October 10-12, 2020**

Hall 2.1, National Exhibition and  
Convention Center (Shanghai)

GLOBAL  
**LICENSING**  
GROUP

LAS VEGAS  
**LICENSING**  
EXPO

CHINA  
**LICENSING**  
EXPO

JAPAN  
**LICENSING**  
EXPO

LONDON  
**BRAND**  
**LICENSING**  
EUROPE

NEW YORK  
**LICENSING**  
LEADERSHIP SUMMIT

**LICENSE**  
GLOBAL

Organizer



Partner



[www.licensingexpochina.com](http://www.licensingexpochina.com)



## • Licensing Market in China and Globally

Global retail sales of licensed merchandise and services in 2018

**USD\$280.3**  
BILLION  
YOY **3.2%**↑

China's retail sales of licensed merchandise and services in 2018

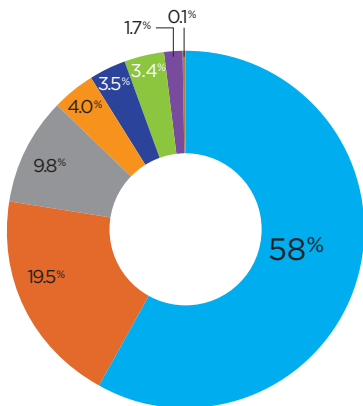
**USD\$9.514**  
BILLION  
YOY **6.8%**↑

China's licensing market in 2018

Ranking **No.5** worldwide  
Ranking **No.2** in Asia  
Developing fast  
High potential

### GLOBAL RETAIL SALES LICENSED MERCHANDISE BY REGION, 2018

in millions US\$

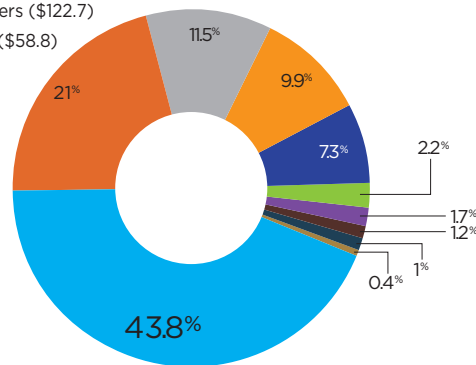


US/Canada (\$162,580)  
Western Europe (\$54,544)  
N Asia (\$27,517)  
LATAM (\$11,301)  
SEA/PAC (\$9,899)  
Eastern Europe (\$9,498)  
ME/Africa (\$4,655)  
ROW (\$296)

### SALES BY PROPERTY TYPE 2018

in billions US\$

Entertain/Characters (\$122.7)  
Corporate/Brand (\$58.8)  
Fashion (\$32.2)  
Sports (\$27.8)  
Publishing (\$20.5)  
Collegiate (\$6.1)  
Celebrity (\$4.7)  
Music (\$3.5)  
Art (\$2.7)  
Non-Profit (\$1.2)

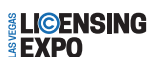


Data Source: 2019 Global Licensing Survey - Licensing International

## • About Licensing Expo Shanghai

Organized by Informa Markets, Licensing Expo Shanghai aims to connect influential entertainment, character, fashion, art and corporate brand owners and agents with consumer goods manufacturers, licensees, retailers and distributors.

Licensing Expo Shanghai is part of the Global Licensing Group, which organizes Licensing Expo Las Vegas, Brand Licensing Europe, Licensing Expo Japan and Licensing Leadership Summit, and the publisher of the licensing industry's influential publication: License Global.



Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others.

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# Explore the Huge Potential of China's Licensing Market

**October 10-12, 2020** Hall 2.1, NECC (Shanghai)

**CHINA LICENSING EXPO 2020**  
— 10-12 OCTOBER —

## 2019 Review

24-26 July 2019 Hall 4.1, NECC (Shanghai)

**CHINA LICENSING EXPO 2019**  
— JULY 24-26 —

**25,000** m<sup>2</sup> exhibition space **195** exhibitors **800<sup>+</sup>** brands/ licensing properties

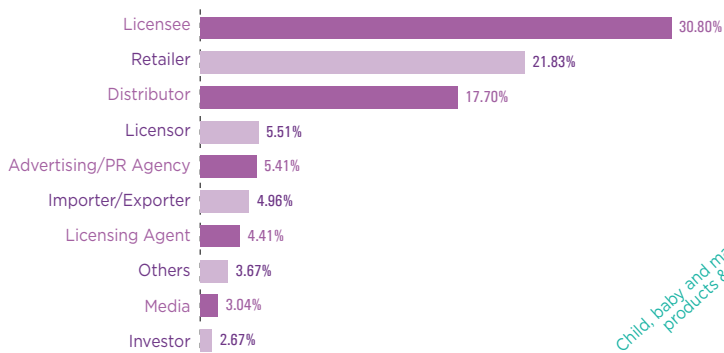
Licensing Expo Shanghai visitor badge holder:

**20,053** ↑ **42%** YOY

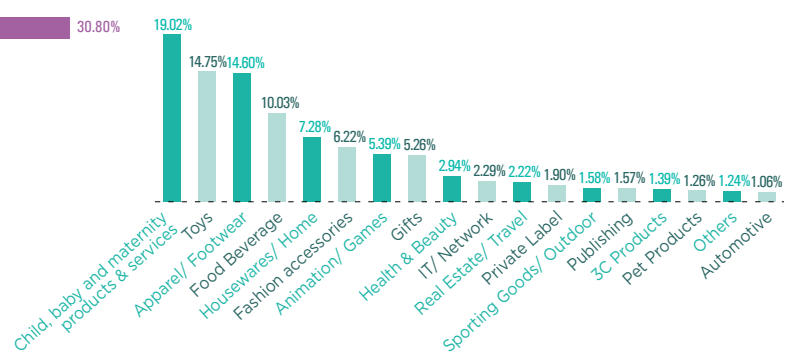
CBME exhibitor and visitor badge holder:

**34,566** visited Licensing Expo Shanghai

### Business Nature



### Product Category



### Visitor List (partial)

Child/Baby/ Maternity	Apparel/ Accessories	Stationery/ Toy	Furniture/ Houseware	Food/ Beverage	Healthcare/ Beauty	Retail	Technology/ Internet	Service/ Others	Commercial Real Estate/ Hotel
- Pigeon	- Nike	- Hot Toys	- Shuixing	- Nestlé	- P&G	- Taobao	- Siemens	- Shanghai Municipal Administration of Culture and Tourism - Changning	- Fosun
- Beingmate	- Adidas	- Mattel	- Luolai	- Mondelēz	- Unicharm	- Suning	- Philips	- British Consulate - General in Shanghai	- Joycity
- Yashili	- Li-Ning	- Maped	- IKEA	- KraftHeinz	- Nepia	- Kaola	- Casio		- Crland
- Redbaby	- Anta	- Deli	- Hola	- Mars	- Unilever	- Miniso	- Mi		- Longfor
- Mothercare	- Bestseller	- M&G	- Lock & Lock	- Wahaha	- Johnson & Johnson	- Watsons	- OPPO	- BesTV	- Shanghai New World
- Les enfants	- Hotwind	- Bandai Namco	- LifeVC	- Tingyi	- Jungat	- Lawson	- Alibaba	- ICBC	- Hongkong Land
- Goodbaby	- HLA	- Lego	- Yuyue.	- Yinlu	- Mayinglong	- Metro	- Baidu	- Bank of China	- Hilton
- Dr.Brown's	- Wensli	- Truecolor	- home	- Lyfen	- Doctor Li	- Walmart	- Netease	- China Eastern	- Atour
- Babytree	- Swarovski	- Letersh	- M-JBABY	- Pizzahut	- C&S	- Rt-Mart	- Maoyan	- Hongqiao Airport	- Haichang Ocean Park
- Babemax	- Chow Tai Fook	- Hasbro	- Oppl	- Dicos	- Perfect Diary	- Carrefour	- Meituan	- HIM	- Wuxi Lingshan Culture Tourism Group
			- Zojirushi					- Fung Group	
								- Evergrande	

Plus 3,300+ Manufacturers and suppliers 100,000+ Potential licensees and trade buyers  
From CBME, trade fair for child, baby and maternity products & service

# Your Gateway to China's Licensing Market

## • Exhibitors at Licensing Expo Shanghai

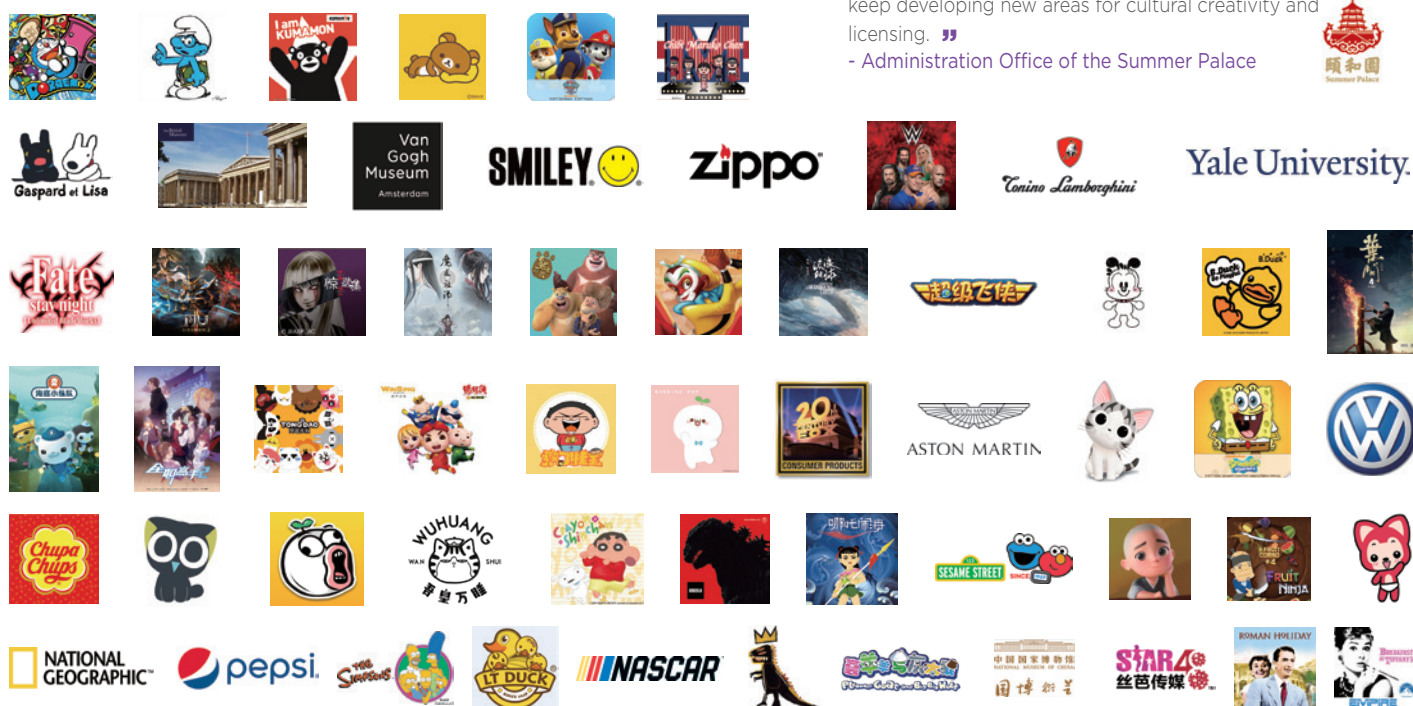
Including licensors and agents in the following areas

Animation Film/TV/Broadcast Internet Literature  
Entertainment Sports Games Museum/Culture/Art  
Publishing Corporate Brands Video Characters  
Celebrity Music Non-Profit Collegiate

Past Exhibitors (Partial)



Past Brands/licensing properties (Partial)



Exhibitors Said

“ PPW has three main licensing sections, preschool, sports and lifestyle. Licensing Expo Shanghai is a very professional show, which brought many customers to us in a short time. There were lots of conferences and seminars held onsite, attracted a large amount of audience. ”  
- PPW GROUP



“ Licensing Expo Shanghai is a professional platform with considerate service. At LEC, we welcomed a number of visitors to our booth. China's licensing industry is keeping moving forward and I hope it can develop in an increasingly professional direction. ”  
- WANDA KIDS GROUP



“ At Licensing Expo Shanghai 2018 and 2019, we found a lot of partners. This year, we saw that more visitors were seeking opportunities for location-based entertainment and user interaction. With the continuous growth of entertainment, I hope the boundaries of the licensing industry can be expanded infinitely. ”  
- China Literature



“ The Summer Palace, as a world historical and cultural heritage site, attended Licensing Expo Shanghai as an official appearance for the first time. We had a lot of harvest and gained a new understanding of licensing industry. We will keep developing new areas for cultural creativity and licensing. ”  
- Administration Office of the Summer Palace



...and more

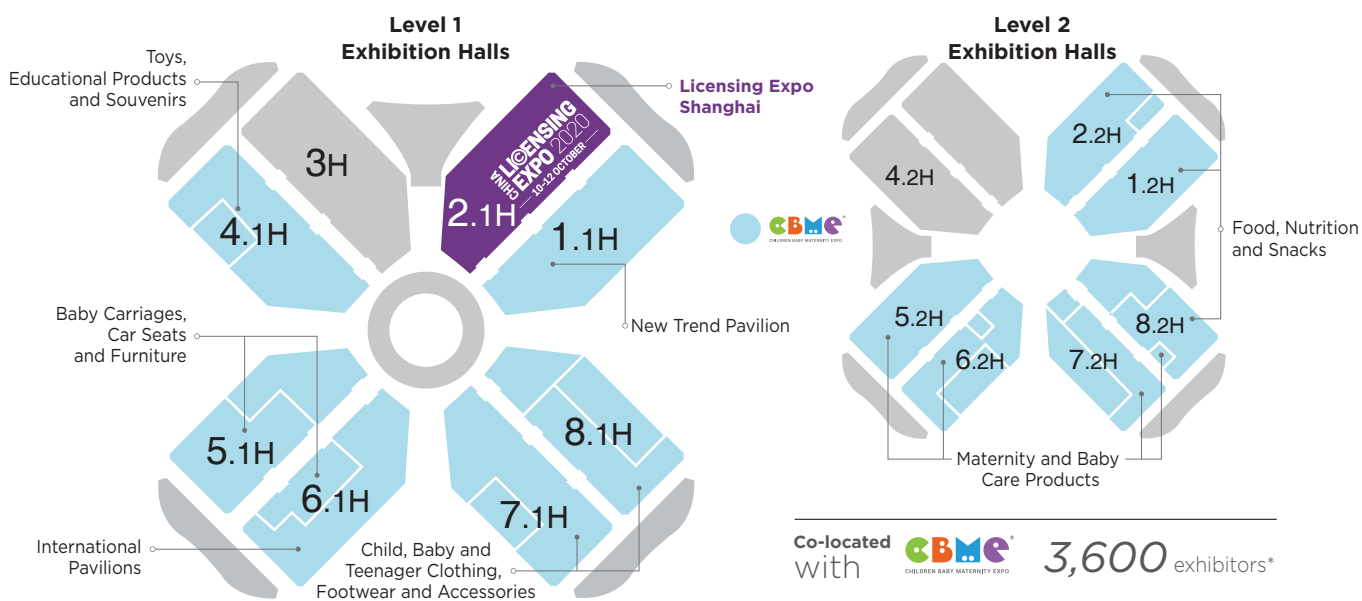
## • Licensing Expo Shanghai 2020 Hall Plan

**Time:** October 10-12, 2020

**Venue:** Hall 2.1, National Exhibition and Convention Center (Shanghai)

**CHINA LICENSING EXPO 2020**  
— 10-12 OCTOBER —  
**27,000 m<sup>2</sup>\*** **230\*** exhibitors\* **1,000\*** brands/ licensing properties\*

\*2020 forecast



Co-located with **CBME** CHILDREN BABY MATERNITY EXPO

**3,600** exhibitors\*

**4,900** brands\*

**110,000+** visitors\*

## 1,800+ Media Exposure Brings Licensing Expo Shanghai to the Forefront in the Industry





# Explore the Huge Potential of China's Licensing Market

**October 10-12, 2020** Hall 2.1, NECC (Shanghai)

**CHINA LICENSING EXPO 2020**  
— 10-12 OCTOBER —

## • Highlights at Licensing Expo Shanghai

During  
Licensing Expo  
Shanghai.....

China Licensing Industry Seminar

VIP Buyer Roadshow

IP+X

Exhibitor Roadshow

Press Conference

Matchmaking Meeting

Matchmaking Service

Costume Characters Parade

China Licensing Awards Ceremony and Final Nominees Display

### Match Making Service:

Our Matchmaking Service is the official one-to-one business networking tool for exhibitors and attendees at Licensing Expo Shanghai. In 2019, this matchmaking service scheduled 14,235 meetings and 5,372 successful meetings, increasing by 66.9% and 59.4% YOY.



### VIP Buyer Matchmaking Roadshow and Exhibitor Roadshow:

At LEC 2019, BTG Hotels, GOMAX and Ai Yun debuted the roadshow, to express their requires about IP. PPW Group, Tencent Video and Wanda Kids Group presented their IP to potential licensees.

### IP+X:



### China Licensing Awards:

Since 2017, the China Licensing Awards aims at recognizing outstanding performance of licensors, agents, licensees, retailers and business partners in China. In 2019, winners of 17 awards were announced at the ceremony during LEC.



### China Licensing Industry Seminar:

Learn the latest trends and find out the latest happenings in the licensing industry. At LEC 2019, we have gathered 27 domestic industry experts to share their business tips, impart their knowledge as well as provide know-how to help you grow your business. The seminar lasted two days and has attracted thousands of audience to attend.



### Animated Short Film Contest



### Costume Characters Parade



... and more

# Your Gateway to China's Licensing Market

## • Highlights at Licensing Expo Shanghai

### China Licensing Conference (CLC)



#### China Licensing Conference:

Aiming to share the latest developments and trends in the licensing industry in the world and in China.

At 2019CLC, a curated list of industry expert speakers and panelists were invited to bring more than 16 speeches and panel discussions to share their licensing cases and experiences to jointly promote the development of China's licensing industry.

2019CLC has attracted more than 500 licensing professionals in the industry to participate.



#### Topics including:

Trends of licensing industry  
Evergreen brand operation  
E-sports and gaming IP  
Car racing IP  
Neo-culture creativity  
Location-based Experience  
Pan-entertainment licensing  
Collaboration in licensing

#### Guest speakers were from:

Licensing International  
Warner Bros. Consumer Products  
Informa Markets  
Activision Blizzard  
Ubisoft  
NASCAR  
Tencent Interactive Entertainment  
Destination Culture Development

B.Duck  
Sallywag Entertainments  
Shanghai Jing'An Joycity  
Magic Bean  
iQiYi  
Alibaba Pictures Alifish  
Hunan Golden Eagle Animation  
Ocean Engine

eOne  
Hasbro  
Alpha  
Jintian

## Other Events in the Year

IP+X

Matchmaking Seminar

Licensing Seminar

Licensing Training

Matchmaking Service

Licensing Workshop



#### Potential licensees including:

Parker  
Swarovski  
Watsons  
Amorepacific  
Asus  
Tingyi  
BesTV  
Ele  
Ciros Plaza  
.....

#### Brands/ Licensing properties:

Administration Office of the Summer Palace  
National Museum of China  
Iqiyi  
Tencent  
FIFA  
Doraemon  
Coca-cola  
Detective Conan  
Sakura Momoko  
Super Wings  
Bobdog  
Pokémon  
British Museum  
Peppa Pig  
SpongeBob  
.....

#### Matchmaking Seminar:

In 2019, a matchmaking seminar was held in Shanghai. More than 60 licensors and over 40 (potential) licensees attended.

#### IP+X:

Licensing Expo Shanghai collaborates with some events organized by Informa Markets and other organizers to find more licensing opportunities in various industries.



IP + Jewelry

#### Matchmaking Seminar:

Gathering licensing industry influencers to discuss on the several hot topics. In 2019, two seminars were held in Shanghai and Beijing.



Seminar in Shanghai



# BRINGING BRANDS AND PRODUCTS TOGETHER



GLOBAL  
**LICENSING**  
GROUP

LAS VEGAS  
**LICENSING**  
EXPO

CHINA  
**LICENSING**  
EXPO

JAPAN  
**LICENSING**  
EXPO

LONDON  
**BRAND**  
**LICENSING**  
EUROPE

NEW YORK  
**LICENSING**  
LEADERSHIP SUMMIT

**LICENSE**  
GLOBAL

Organizer



[www.thegloballicensinggroup.com](http://www.thegloballicensinggroup.com)

Partner



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### Licensing Leadership Summit

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