



**CHINA LICENSING
EXPO™ 2022**
— DEC. 14-16 —

35,000 m² **60,000⁺** trade visitors
6,500⁺ matchmakings **20⁺** trade activities
260⁺ exhibitors **1500⁺** IP
*2022 forecast

EXPLORE THE HUGE POTENTIAL OF CHINA'S LICENSING MARKET

14-16 Dec, 2022

Hall 2.1 & North Hall, National Exhibition
and Convention Center (Shanghai)

GLOBAL
LICENSING
GROUP

LAS VEGAS
LICENSING
EXPO

BRAND & LICENSING
INNOVATION SUMMIT

LONDON
BRAND
LICENSING
EUROPE

CHINA
LICENSING
EXPO

JAPAN
LICENSING
EXPO

LICENSE
GLOBAL

Organizer:



Official Partner:



www.licensingexpochina.com

Licensing Market in China and Globally

Global retail sales of licensed merchandise and services in 2019

USD\$292.8

BILLION

YOY 4.5%↑



China's retail sales of licensed merchandise and services in 2019

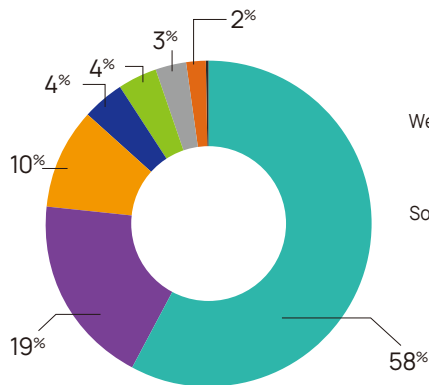
USD\$10.4

BILLION

YOY 9.7%↑

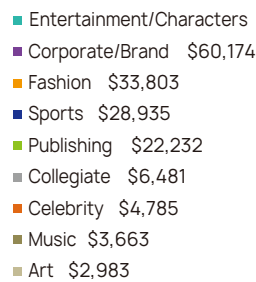
GLOBAL RETAIL SALES LICENSED MERCHANDISE BY REGION, 2019

in millions US\$



SALES BY PROPERTY TYPE 2019

in billions US\$

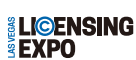


Data Source: THE 2020 GLOBAL LICENSING INDUSTRY STUDY-Licensing International

At the same time, according to 2021 top global licensors list and report published in the "License Global". Chinese companies have a significant rising in the list ranking this year, which shows the huge potential and broad prospects of the Chinese brands and its licensing industry.

About Licensing Expo Shanghai (LEC)

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



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.

<https://en.licensingexpochina.com>

56,014

 trade visitors

248 exhibitors

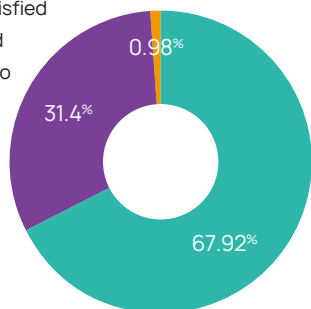
1,200+ IP

6,935 matchmakings

27,000 m²

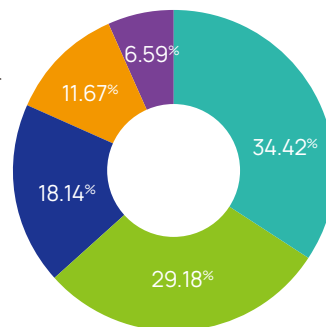
trade visitors satisfaction

- very satisfied
- satisfied
- just so so

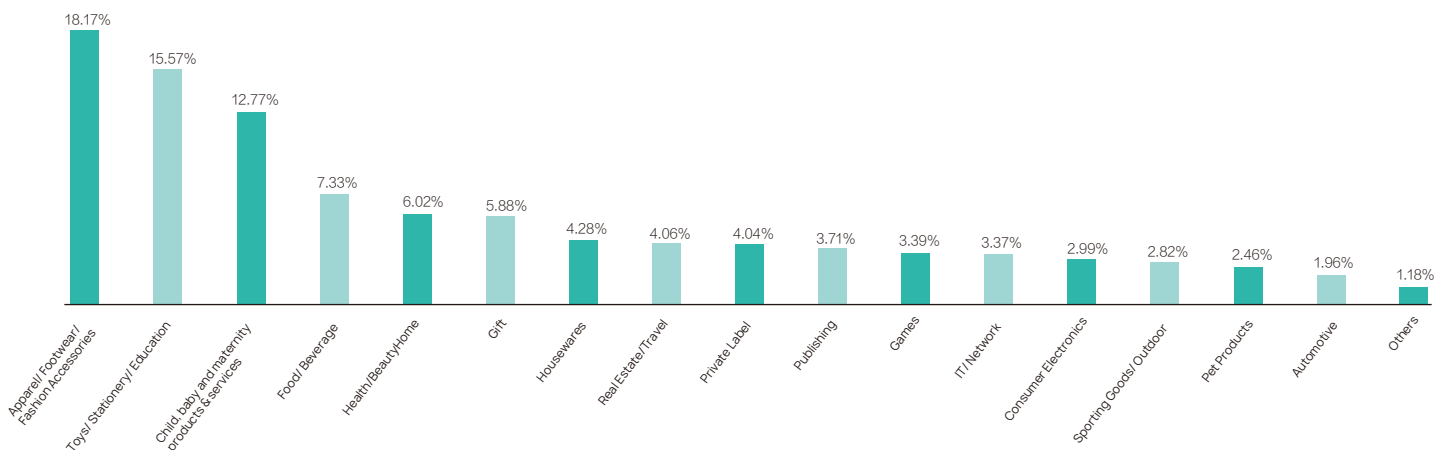


Position Category

- Enterprise as legal person/ Director/ General Manager
- Sales / project/ marketing/ Purchasing Director
- Head of branch/ head of retail store/ Department Manager
- Employee
- Others



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
Wyeth	Li-Ning	Lego	Midea	Yili	P&G	Miniso	Alibaba	Shanghai Municipal Tourism Administration	Vanke
ABBOTT	Anta	Logitech	Joyoung	Mengniu	Shiseido	Suning	Ctrip	CNGA	Longfor
Beingmate	BeLLE	Razer	FOTILE	Coca-Cola	Bloomage Biotech	Vanguard	Pinduoduo	CAAPA	Shui On Land
MeadJohnson	UNIQLO	Lofree	Haier	Nestlé	Unilever	Sams Club	JD	FDCA	Happy Valley
Babemax	Threegun	M&G Chenguang	PHILIPS	Starbucks	L'ORÉAL	Walmart	Tencent	Shanghai Shentong Metro	Madame Tussauds
Lesenphants	Chow Tai Fook	Deli	SUPOR	LYFEN	SPDC	Decathlon	Xiaomi	China Eastern Airlines	yintai
Balabala	Swarovski	truecolor	Thermos	McDonald's	Perfect Diary	RT-MART	HUAWEI	China Southern Airlines	Joy-City
Goodbaby	E-LAND	fbpet	Lock & Lock	Want Want	C&S	Carrefour	NIO	ICBC	Fosun Group
Purcotton	BOSIDENG	wanpy	Shuixing	Three Squirrels	Paper Scent Library	Watsons	Hong Qi	China Construction Bank	Atour
Babycare	feiyue	NOURSE	Luolai	CoCo	Nutrilite	kulechaowan	saic volkswagen	BANK OF CHINA	Sheraton
YASHILY	DAZZLE	TOP TOYS	IKEA	Paris Baguette	Zhenshiming	BianLi Feng	Lenovo	CMCC	Tonino Lamborghini Hotel
Pigeon	I.T	BANDAI NAMCO	chinaredstar	junlebao	Colgate	Lawson	Casio	China Telecom	TX Huaihai

Plus 2,700+ Manufacturers and suppliers 97,000+ Potential licensees and trade buyers From CBME China, trade fair for child, baby and maternity products & service

Exhibitors at Licensing Expo Shanghai (LEC)

Including licensors and agents in the following areas:

Animation

Film/ TV/ Broadcast

Internet Literature

Entertainment

Sports

Games

Publishing

Museum/ Culture/ Art

Corporate Brands

Video

Celebrity

Music

Characters

Non-Profit

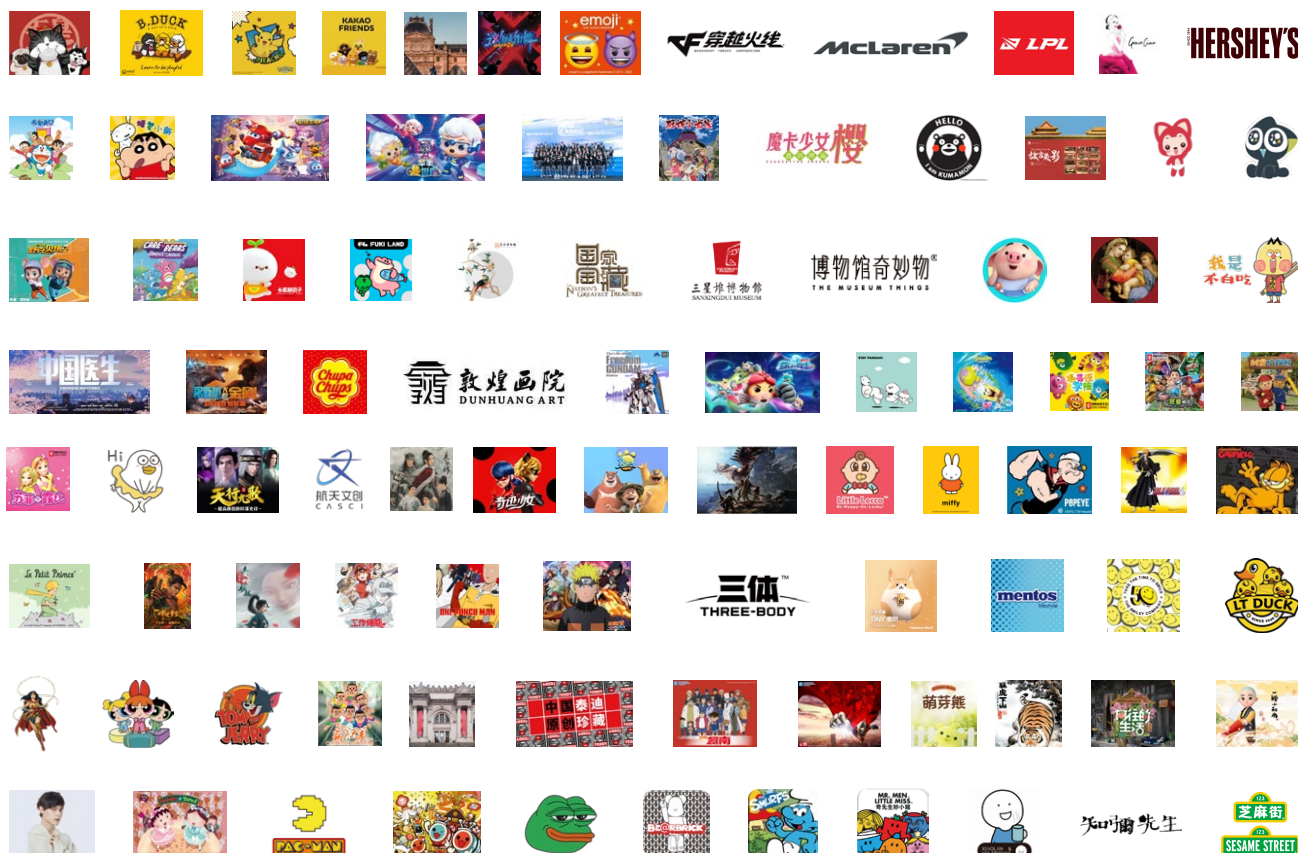
Collegiat

Showcase your brand with 1,500+ IPs at the global licensing event and extend your brand into new categories & territories

Past Exhibitors (Partial)



Past Brands/licensing properties (Partial)



*The above are some exhibitors and IP addresses in 2021, in random order

Licensing Expo Shanghai (LEC) 2022 Hall Plan

CHINA LICENSING EXPO 2022
DEC. 14-16

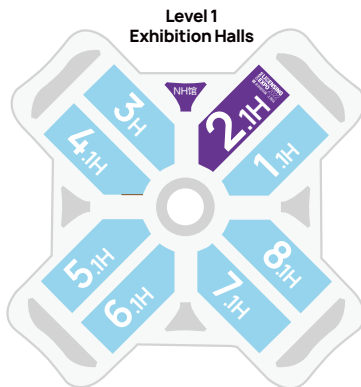


14-16 Dec, 2022

Hall 2.1 & North Hall,
National Exhibition and Convention Center (Shanghai)

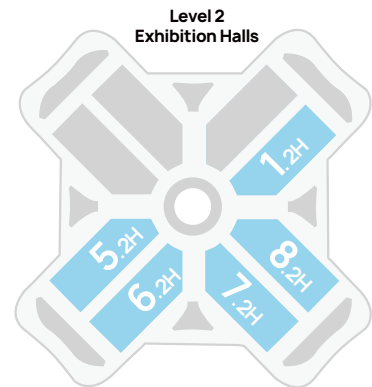


35,000 m², 260⁺ exhibitors, 1,500⁺ IP, 60,000⁺ trade visitors.



CHINA LICENSING EXPO 2022
DEC. 14-16

CBME
CHILDREN BABY MATERNITY EXPO



Co-located with **CBME** **325,000⁺ m², 3,000 exhibitors*, 4,500⁺ Brands, 100,000⁺ visitors**

LEC Strengths

Informa Markets, the world's largest exhibition group, holds over 550⁺ B2B exhibitions every year, including Hospitality, Food & Beverage, Culture & Lifestyle, Beauty & Aesthetics, Jewellery, Fashion & Apparel, Infrastructure, Construction & Real Estate, Health & Nutrition and many other market sectors.

Informa Markets is also the publisher of **License Global**, one of the most influential publication in licensing industry's.

Strong Background

LEC holds more than over 500,000 crossing-industry data entries in child baby and maternity products & services, apparel shoes accessories, food/beverage, healthcare/beauty, furniture/houseware, and hotel etc. Collaborated with other exhibitions under Informa Markets, LEC is able to cover multiple industries and fields and reach the target professional buyers via a variety of activities throughout the year.

Domestic Resource

Licensing Expo has served the licensing industry, for more than **40 years**.

Official partner: Licensing International, founded in 1985, is the leading trade organization for the global licensing industry.

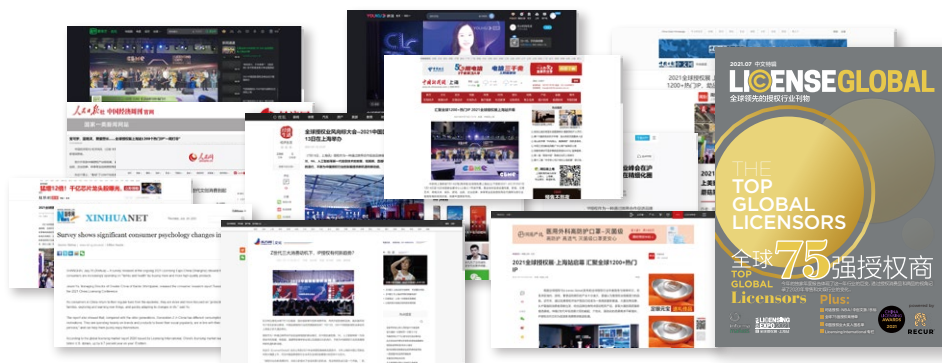
International Platform

The online IP search platform displays all-category IPs from various licensors to the demand side, helping companies to further optimize brand promotion, explore more business opportunities, and achieve real-time online connection for **365 days**.

LEC Matchmaking Platform, which provides a one-to-one service for exhibitors and trade buyers all the year.

The offline IP+X series of activities (IP+Food, IP+Beauty, IP+Apparel, IP+Child Baby And Maternity etc.) throughout the year, deeply cultivated the vertical category industry, accurately and efficiently reached the licensors and brands.

Matchmaking service all year



Media coverage promotion

2,000⁺ Media Exposure
Brings Licensing Expo Shanghai to the Forefront in the Industry

iQIYI 爱奇艺

东方网 eastday.com

经济网 CEWEEKLY.CN

澎湃 THE PAPER

人民网 people.cn

搜狐 SOHU.COM

腾讯网

网易 NETEASE www.163.com

文汇报 WENHUI DAILY

新华网 NEWS www.xinhuanet.com

sina 新浪

YOUKU 优酷

中国网 china.org.cn

中国新闻网 | 上海 www.sh.chinanews.com(上海新闻网)

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Other Events in the Year

Matchmaking Seminar

IP+X

Licensing Seminar

Licensing Workshop

Matchmaking Service

Matchmaking Seminar

In addition to building a professional matchmaking platform for licensors and licensees, LEC also hold the Matchmaking Seminar/Activities during the non-exhibition period.

Through offline one-to-one Matchmaking Seminar, relaxed and free communication, to achieve the in-depth negotiation and effective cooperation.



IP+X

LEC will leverage Informa Markets' resources in each brand market area for IP cross-industry linkage, and collaborate with other exhibitions to create more precise transformation of resources and create unlimited possibilities for licensing. In the first half of this year, LEC has held 6 activities with partners such as child, baby and maternity products & services, healthcare & beauty, apparel, shoes and accessories, food beverage etc.

In the future, LEC will integrate more practical resources under Informa group and provide the platform for trade and business development.

Pre-exhibition activities

China Licensing Conference (CLC)

China Licensing Conference (CLC)

China Licensing Conference (CLC), a major event collocated with Licensing Expo China (LEC), has become an iconic platform for information and knowledge exchange between China and the global licensing industry. China Licensing Conference aims to share the development status and trends of the licensing industry from around the world and China, and promote the healthy and rapid development of China's licensing industry by creating a perfect social platform with forward-looking, inspiring content, and high-standard service experiences to the audience. The conference is also on the spotlight of opinion leaders from within and outside of the industry, where everyone gathers to discuss hot topics, learn about the latest trends, and share their prospects about the future. A total of 8 keynote speeches and 3 panel discussions were held as scheduled this year, with a total of 21 guest speakers. The trade visitors reached the highest number, attracting more than 600 authorized industry elites to gather together.



Topics include

- # A Global Perspective on the Brand Licensing Industry
- # China's Licensing Market in the Next Five Years
- # From Content Generator to Influencer
- # Drive the Product Sales of Brands through the Popularity of IP
- # Unlock a new 40 Trillion Consumption Pool and Integrate with the Licensing Industry
- # Trendy Content/ Fashion/ Toys/ Art
- # E-sports Empowers New Consumer Experience
- # Global and Chinese Brand Licensing Industry Research and Investment Potential Analysis

Guest speakers were from

Licensing International	Kantar	hasbro	ALPHA GROUP	Sunrise Culture Development	Alifish	iQIYI
TOP TOY	TJ Sports	Alfilo Brands	Hangzhou Qianxi	Dafu Rubber	SENSES	Dawei (Suzhou) Sporting Goods
Wanda Kids	Lixun Group	Magicbean Up	Mitang	Shanghai Times Cartoon Institute	Chairman	PrelPO

During Licensing Expo Shanghai (LEC)

China Licensing Industry Seminar

Exhibitor Roadshow

Business Speed-Dating Event

Media Press Conference

China Licensing Awards

Buyer Delegation

IP Character/ Properties Parade

IP Showroom

China Licensing Industry Seminar

Every year, LEC invites professionals from the domestic licensing industry to gather together. Lectures and discussions were conducted on hot topics in the authorized industries such as current fashion, ACGN, sports, crowdfunding, immersive experience, brand, music and IP, museum and art, aerospace etc. Licensing training is also opened to explain practical topics such as the basic introduction of authorization, laws and regulations, and help practitioners in the authorization industry chain to better understand the authorization industry. A total of 26 keynote speeches and 6 panel discussions were held as scheduled this year, with a total of 32 speakers.



MatchMaking Service

Our matchmaking service is the official one-to-one business networking tool for exhibitors and visitors at LEC. The appointment function could be initiated by either exhibitors or visitors before the show, to improve the efficiency and quality for both sides during the show. In 2021, the matchmaking service scheduled **17,894** appointments and **6,935** successful meetings.



China Licensing Awards

Organized by Licensing Expo Shanghai (LEC) and Licensing International, China Licensing Awards, which was established in 2017, aims to recognize licensors, licensees, licensing agents, retailers and companies in the China's licensing industry that have been constantly innovating to improve the communication and development of China's licensing industry. In 2021, winners of 16 award categories were announced at a ceremony during the show.



Exhibitor Roadshow

The exhibitors have a unique exposure opportunity for new product or brand launches to target the trade visitors as the organizer will invite the successfully matched trade visitors to attend the roadshow accordingly. The aim of the roadshow is to provide a professional area for both sides and share in-depth licensing knowledge with the visitors and enable them to successfully conduct business transactions.



IP showroom

LEC selected super brand customers directly enter this IP exhibition area. The IP exhibition area focuses on displaying hot trend products in the current consumer market. The purpose is to bring more interesting, creative and artistic consumer products to consumers and followers. Together with the display of features such as IP, art works, and creative design, it will promote the development of the industry.



IP Character/ Properties Parade

To create an atmosphere where IP characters closely interact with the visitors and buyers in order to create a better image of the show and inspire them to then post on their WeChat moments and other social media to promote the LEC show...



Media Press Conference

On the first day of the exhibition, LEC and CBME jointly held an opening ceremony, marking the official start of the three-day licensing industry and Child baby maternity industry event.



Buyer Delegation

LEC specially set up a VIP buyer plan to organize OEM, ODM, licensees and retailers who need IP authorization to visit the exhibition together. This plan helps them get the latest authorized industry information. Understand the cooperation methods of the authorized industry, accurately match the licenses, and realize one-to-one negotiation and effective cooperation. Nine visiting groups were organized this year, and a total of 219 VIP buyers visited the scene, including apparel shoes accessories, food, outdoor sports, pets, healthcare beauty, commercial real estate hotels and other industries.



STAY CONNECTED ACROSS THE GLOBE



LONDON BRAND LICENSING EUROPE

CHINA LICENSING EXPO

JAPAN LICENSING EXPO

LICENSE
GLOBAL



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