



licensing
CHINA

Shenzhen International Licensing and
Licensed Product Fair

7 – 9.4.2025

Shenzhen World Exhibition &
Convention Center

**Discover the
endless licensing
opportunities**

licensing-china.com



messe frankfurt

Guangzhou Li Tong Messe Frankfurt Co Ltd



Guangdong Toy Association

Guangdong Toy Association

Launch your licensing business in the Greater Bay Area

Licensing China is the most influential platform for intellectual property (IP) collaborations and information exchange in South China. Since its launch in 2020, the fair has grown rapidly and played an active role in promoting collaboration between IP companies and traditional manufacturing and service industries. At the same time, it has helped push the development of cultural and creative industries in the Greater Bay Area – bringing more licensed products to the consumer market.



About the co-organisers

Guangdong Toy Association

Established in 1988, Guangdong Toy Association (GDTA) is one of the most reputable organisations for the toy industry in Guangdong province of China. Its members come from a diversity of professions ranging from manufacturers, sales, researchers, and education professionals.

messe frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a portfolio of around 340 trade events in 50 countries and regions, the Group provides high-quality platforms for companies wishing to expand or improve their business in China and around the world.

Why exhibit at the fair?

Timing

Earliest licensing fair in Mainland China during first half of the year.



Location

Strategically located in Shenzhen to access licensing opportunities in the region and beyond.



Synergy

Concurrently held with the 30+ year Toy & Hobby China and Baby & Stroller China, including a diverse fringe programme attracting more buyers from different industry sectors.



Networking

Business matching service is available for you to connect with buyers from around the world. Pre-schedule online and onsite meetings with preferred buyers.



Resources

Utilise the fair organisers' experience and network across different industry sectors such as toy, baby products, stationery, household products, gifts, textiles and more.



Marketing support

Year-round promotion and onsite fringe programme to enhance your brand exposure.



2024 fair review



Exhibitor profile



130,000 sqm
gross exhibition space



1,420 exhibitors
from 7 countries & regions



600+ licensed images,
brands and characters

(Figures include Toy & Hobby China and Baby & Stroller China)

Product groups



Animation &
character licensing



Brand licensing



Celebrity licensing



Licensed products



Culture & art
licensing



Sports licensing

Highlighted exhibitors



太空创想®



奇萌盾甲 GOLDEN ISLAND



Exhibitors' voices

"We have been participating in Licensing China for four consecutive years. Leveraging the powerful toy manufacturing base and diverse and mature brand channels in the Greater Bay Area, it brings us many collaboration opportunities for our IPs every time we exhibit. This time, we were approached by many emerging AI product and technology companies seeking inquiries and potential cooperation, which suggests there may be a future potential for AI technology to be utilised in the IP market. IP owners, downstream brands, or AI technology companies and many more have come to this platform to find collaboration opportunities and seek new directions, which also allows us to reach the forefront of the market."

Mr Lei Hu, Business Partner, Guangzhou Golden Island Culture Creative Co Ltd

"We connected with many targeted distributors and brand owners from Mainland China and overseas this time, such as trendy toy stores like X11 and Greenparty. Over the past two days, many clients from Southeast Asia, Eastern Europe and Russia have visited our booth to learn more about our products and IPs. For us, the fair is the most important trade fair in the first half of the year and it proves to be a very effective business platform to understand the market."

Ms Cici Zheng, IP Business Unit Vice President, Guangzhou Reesee Entertainment Co Ltd



Visitor profile



67,295 visitors
from 70 countries & regions.

97%

of visitors were satisfied with their visit.

92%

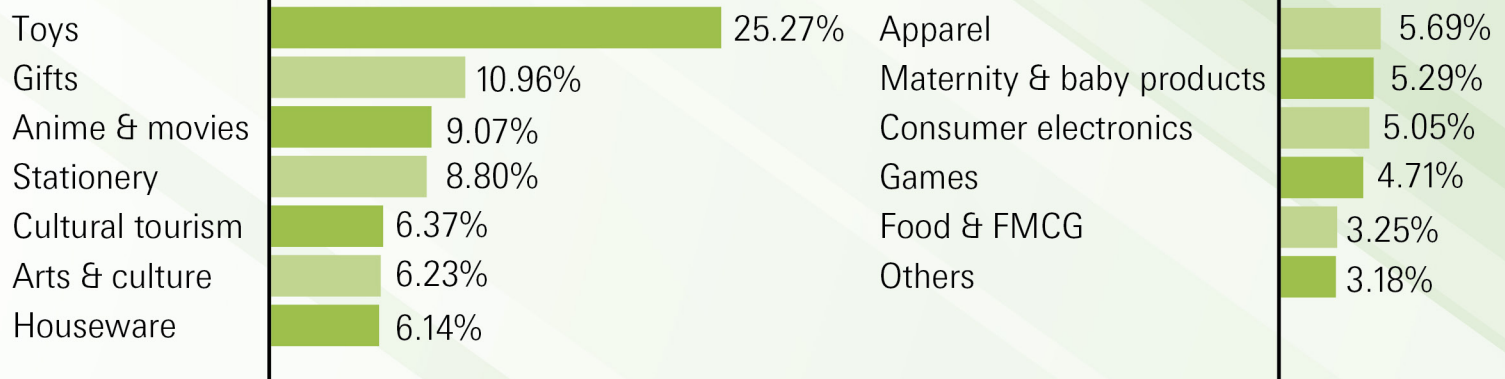
of visitors played a decisive, collective or consultative role in purchasing decisions.

95%

of visitors plan to return in 2025.

(Figures include Toy & Hobby China and Baby & Stroller China)

Visitors' business focus



Featured buyers



Speaker's feedback

"This year, we were pleased to host an industry forum and cocktail reception, which provided an excellent platform for industry players and suppliers to connect and exchange. During the forum, we had in-depth discussions on topics such as China and overseas licensing trends, the development of artificial intelligence generated content (AIGC) development, sustainability, and location-based entertainment (LBE) business opportunities, which is invaluable for industry players seeking insights into the licensing market and the latest trends. China, as one of the largest consumer markets, offers significant growth potential for innovative licensed products. The attendees were also able to learn about the latest developments in the international licensing industry from the invited overseas speakers."

Ms Tani Wong, Managing Director, Greater China and Southeast Asia, Licensing International
(Speaker of the Greater Bay Area Brand Licensing Industry Development Forum 2024)



Fringe programme and year-round events



Licensing forums and activities during the event



Promotions at Messe Frankfurt fairs and other networking events



Onsite business matching within the related industrial clusters at the fair



Business matching tour at the physical show



Promote your business via our network

Overseas media

Database: **170+** countries & regions

Advertisements & press releases: **30+** media



Chinese media

Reaching **270,000+** potential exhibitors and visitors

Advertisements & press releases: **20+** media



Direct marketing



SMS broadcasts



Direct e-mailing



Telemarketing



Outdoor advertising



Print media

Online marketing



Social media

KOL live streaming

Promote your latest products to an attentive online audience.



Fair facts

Date

7 – 9.4.2025

Venue

Shenzhen World Exhibition & Convention Center

Address

1 Zhancheng Road, Fuhai St, Bao'an, Shenzhen, China

Admission

Free-of-charge. For trade visitors only.

Organisers

Guangdong Toy Association

Guangzhou Li Tong Messe Frankfurt Co Ltd

Messe Frankfurt (HK) Ltd

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www.licensing-china.com

Cost

Participation fee

Standard booth

RMB 1,900 / sqm (min 9 sqm)

Raw space

RMB 1,450 / sqm (min 36 sqm)

10% surcharge on corner booth

Follow us on social media



10% early bird discount*
*make full payment by 20 December 2024

