

Fact sheet



Fair name	Licensing China 2025 – The Shenzhen International Licensing and Licensed Product Fair (The 6th edition)
Fair date	7 - 9.4.2025 (Mon - Wed)
Location	Shenzhen World Exhibition & Convention Center No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China
Exhibition space	130,000 sqm (2024, including Toy & Edu China and Baby & Stroller China)
Exhibitor	Over 1,400 (2024, including Toy & Edu China and Baby & Stroller China)
Product group	<ul style="list-style-type: none">• Licensing and licensed products• Animation character licensing• Licensed products• Culture & art licensing• Brand licensing• Sporting licensing• Celebrity licensing
Buyer group	Licensee, licensing agency, retailer, e-commerce owner, industry association, media etc.
Fringe programme	Greater Bay Area Brand Licensing Industry Development Forum IP Mascots Parade Business Matching Service
Visitor admission fee	Free-of-charge. For trade visitors only. Persons under 16 will not be admitted. *Open to public on the last day from 12pm
Contact	Messe Frankfurt (HK) Ltd 35/F, China Resources Building, 26 Harbour Road, Wanchai, HONG KONG Tel.: (852) 2230 9287 Fax: (852) 2598 8771 http://licensing-china.com Contact person: Ms. Ellery Cheung licensing@china.messefrankfurt.com
Organiser	Guangdong Toy Association Guangzhou Li Tong Messe Frankfurt Co Ltd Messe Frankfurt (HK) Ltd



Guangzhou Li Tong Messe Frankfurt Co Ltd



Guangdong Toy Association