

Press release

October 2019

New fair Licensing China launches alongside Toy & Edu China and Baby & Stroller China

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The highly praised licensing product zone in Toy & Edu China, Licensing China, has upgraded to become an individual fair. It will be held concurrently with Toy & Edu China and Baby & Stroller China at the new venue, the Shenzhen World Exhibition and Convention Center. The fairs will take place from 6 – 8 March 2020, an earlier date to capture the full potential of the main sourcing season in China, after Chinese New Year.



Licensing China has grown from a successful product zone to a focused fair. (Photo: Messe Frankfurt)

Licensing China will be the country's only licensing fair during the first half of the year. The fair will provide coverage across a comprehensive range of product groups: animation and character licensing, as well as Intellectual Property (IP) licensing for sports, brands, arts and culture. The trademarks are applicable to a wide range of industries, including toys and baby products. During the fair, a mascot parade will be held to showcase exhibitors' IPs and characters.

Licensing International recently published their 2019 Annual Global Licensing Industry Survey, which reported a steady 3.2% annual growth in global retail sales of licensed merchandise during 2018. Worth USD 280.3 billion, apparel and toys took the largest market shares. The highest growth and demand has come from Asia and South America.

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The growth of global retail sales indicates the potential of licensed products, which are more recognisable to consumers and can command a greater premium, increasing the chance for profit.

Familiar faces find success in the Chinese market

In China, the demand for character merchandising is promising. With more animation series available to Chinese consumers, the audience has become familiar with more characters. Younger generations of Chinese consumers tend to have higher levels of disposable income and are also more likely to purchase character merchandise, particularly those that crossover with fashion and lifestyle products.

Meanwhile, the central government is investing more into their cultural and tourism industry, with an increasing number of theme parks, hotels and public installations offering new opportunities for licensed characters. Licensing is also recognised by Chinese manufacturers as a value-adding solution to transform their businesses. As they look to enter the domestic market with their own brands, recognisable characters can lend a sense of familiarity and trust to their products.

Year-round promotion: licensing roadshow

Outside of the toy and baby product industry, Messe Frankfurt's global resources attract more potential trade buyers for Licensing China from different industries, such as home textiles, apparel, lifestyle products and stationery. A licensing roadshow was held at other fairs organised by Messe Frankfurt in China, to demonstrate possible uses for licensing, enhancing the opportunities for Licensing China exhibitors to expand to different industries. The roadshow included seminars and workshops to share essential tips on growing a licensing business, alongside visitor promotional materials for Licensing China. A roadshow will also be held in China's major manufacturing hubs, demonstrating to local manufacturers how licensing can be used to upgrade their business.

Toy & Edu China, Baby & Stroller China and Licensing China are organised by Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd. The three concurrent shows will take place from 6 – 8 March 2020 in Shenzhen World Exhibition & Convention Center.

For more information, please visit:

- [Toy & Edu China](#)
- [Baby & Stroller China](#)
- [Licensing China](#)

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Notes to editors:

Download this press release and picture

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2020/SZTF20-PR2.html>

Toy & Edu China
Baby & Stroller China
Licensing China
Shenzhen, China, 6 – 8 March 2020

Further press information and picture material

<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press.html>

Follow the fairs on social media

<https://www.facebook.com/ToyandBabyChina>

https://twitter.com/SZ_ToyFair

<https://www.linkedin.com/in/shenzhen-int-l-toy-and-education-fair-a18088125/>

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com