



licensing
CHINA

Shenzhen International Licensing and
Licensed Product Fair

7 – 9.4.2023

Shenzhen World Exhibition &
Convention Center (near the airport)

Discover the
endless licensing
opportunities
in the Greater
Bay Area

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Guangzhou Li Tong Messe Frankfurt Co Ltd



Guangdong Toy Association

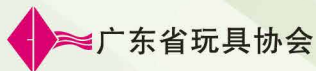
Guangdong Toy Association

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



广东省玩具协会

Guangdong Toy Association

Established in 1988, Guangdong Toy Association (GDTA) is one of the most reputable social 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

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 over 50 trade events in 13 major cities, Messe Frankfurt (HK) Ltd, a subsidiary of the Group, provides high-quality platforms for companies wishing to expand or improve their business in China and Asia.

Why exhibit at the fair?

Timing

First 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 & Edu 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 product, stationery, household product, gift, textiles and more.

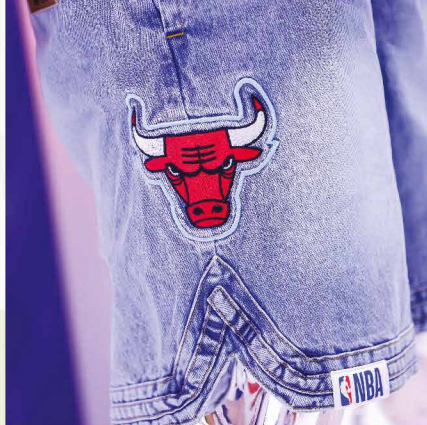


Marketing support

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



2022 fair review



Exhibitor profile



130,000 sqm
gross exhibition space



1,326 exhibitors
from 9 countries & regions



500+ licensed images,
brands and characters

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

Product groups



Animation &
character licensing



Brand licensing



Celebrity licensing



Licensed products



Culture & art
licensing



Sports licensing

Highlighted exhibitors



Exhibitors' voices

"The concurrent events are where industry players gather to exchange ideas and network. In addition to acquiring new customers, we use the platform as an opportunity to maintain relationship with our existing clients, because many of them are also here. Other than Beijing, there are many manufacturers and brands from Shanghai, Guangzhou and Shenzhen here. Shenzhen has a geographical advantage that brings suppliers and licensees together."

Ms Joyce Zhang, Operation Director, Licensing Department, Beijing China Culture Tourism and Creative Culture Industry Group, China

"Licensing China provides a huge opportunity for us exhibitors. As a top-tier trade fair organiser, Messe Frankfurt has held a range of promotional activities before the fair. This has helped us connect with a lot of upstream and downstream suppliers and brands from the toy, maternity and baby industries. The fair attracts clients and brands from a wide range of different industries and segments."

Mr Lei Hu, Business Director, Shenzhen Golden Idea Cultural and Creative Co Ltd, China

Visitor profile



50,437 visitors
from 28 countries & regions.

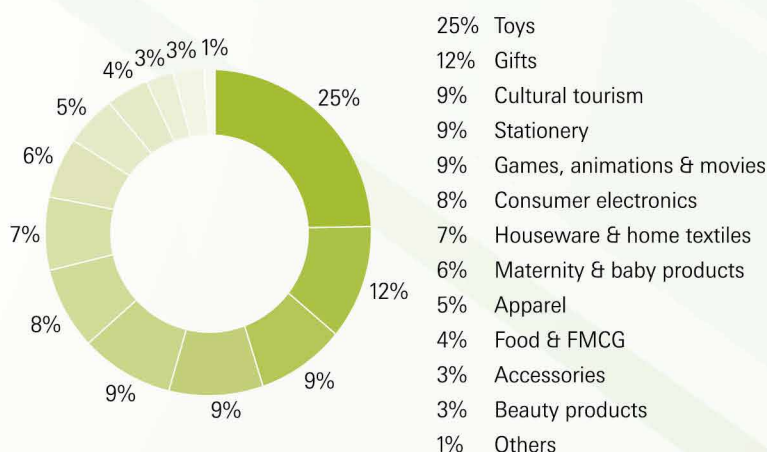
91% of visitors were satisfied with their visit.

82% of visitors played a decisive, collective or consultative role in purchasing decisions.

89% of visitors plan to return in 2023.

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

Visitors' business focus



Visitors' business nature

Brand

Cultural media company

Licensor

Licensing and copyright agent

Manufacturer

Association and Chamber of Commerce

Service company

Media

Featured buyers



Buyer's feedback

"The fair is highly integrated with Toy & Edu China and Baby & Stroller China. In this regard, the exhibitors here are eager to cooperate with toy and baby product suppliers. We can see a lot of IP owners onsite that are targeting pre-school and school-age children. Many of them are cooperating in new and creative ways with their partners. This includes sharing their IP images and also providing business development solutions for their partners. Due to the pandemic, we haven't had face-to-face communication with so many companies for a long time, so we couldn't miss such a good opportunity."

Ms Zhao Juan, General Manager, Wuxi Miao Er Qin E-commercial Co Ltd, China



Year-round promotional activities

Online

E-connect 360
云易会

E-connect (international business matching platform), onsite livestreams

Offline



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+** Chinese exhibitors and visitors

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



and more...

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 April 2023

Venue

Shenzhen World Exhibition & Convention Center

Address

1 Zhancheng Rd, 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

Contact

Messe Frankfurt (Shanghai) Co Ltd, Beijing Branch

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Guangdong Toy Association /

Guangzhou Li Tong Messe Frankfurt Co Ltd

Room 1520, Dongshan Plaza

69 Xian Lie Zhong Road, Yuexiu District,
Guangzhou, China

Email: toy@china.messefrankfurt.com

Cost

Participation fee

Standard booth

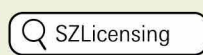
RMB 1,650 / sqm (min 9 sqm)

Raw space

RMB 1,260 / sqm (min 36 sqm)

10% surcharge on corner booth

10% early bird discount*
*submit application form and
full payment before 20 December 2022



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