

Shenzhen International Licensing & Licensed Product Fair

Fair Date	6-8 March 2020
Location	Shenzhen World Exhibition & Convention Center, Shenzhen, China
Exhibition Space	100,000 sqm (2019) (including Toy & Edu China)
Exhibitors	1,162 (2019) (including Toy & Edu China)
Visitors	56,549 (2018) (including Toy & Edu China)
Product Groups	Character & entertainment Art licensing Fashion & lifestyle licensing Sports brand Celebrity licensing Corporate brand Collegiate licensing Non-profit organization licensing Licensed merchandise
Visitor admission Fee	Free-of-charge. For trade visitors only. Persons under 18 will not be admitted. *Open to public on the last day
Organiser	Guangdong Toy Association Guangzhou Li Tong Messe Frankfurt Co Ltd Messe Frankfurt (HK) Ltd
Contact	Messe Frankfurt (HK) Ltd 35/F, China Resources Building, 26 Harbour Road, Wanchai, HONG KONG Tel.: (852) 2802 7728 Fax: (852) 2598 8771 www.chinatoyfair.com Exhibitor Enquiry: Contact: Mr. James Gu james.gu@china.messefrankfurt.com

