

Fact sheet



licensing
CHINA

7 - 9.4.2026
SHENZHEN, CHINA

Fair name	Licensing China 2026 – The Shenzhen International Licensing and Licensed Product Fair (The 7th edition)
Fair date	7 - 9.4.2026 (Tue - Thu)
Location	Shenzhen World Exhibition & Convention Center No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China
Exhibition space	130,000 sqm (2025, including Toy & Hobby China and Baby & Stroller China)
Exhibitor	Over 1,400 (2025, including Toy & Hobby China and Baby & Stroller China)
Product group	<ul style="list-style-type: none">• Animation character licensing• Culture & art licensing• Brand licensing• Sporting licensing• Celebrity licensing• Licensed products
Buyer group	Licensee, licensing agency, retailer, e-commerce owner, industry association, media etc.
Fringe programme	Greater Bay Area Brand Licensing Industry Development Forum Toy & Hobby Award Ceremony World of Play Summit and Get-together Cross-Border E-Commerce Development Conference and Global Sourcing Event Marketing & Trends Forum Networking Events Business Matching Service City Tour
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 9213 / 2230 9287 Fax: (852) 2598 8771 https://licensing-china.com Contact person: Joanne Chow / 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