



licensing
CHINA

Shenzhen International Licensing and
Licensed Product Fair

9 – 11.4.2026

Shenzhen World Exhibition &
Convention Center

**Discover the
endless licensing
opportunities**

licensing-china.com



messe frankfurt

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. It has helped push the development of cultural and creative industries in the Greater Bay Area – bringing more licensed products to the consumer market.



Why exhibit at the fair?

Timing

Earliest licensing fair in Mainland China during first half of the year.



Networking

Business matching service is available for you to connect with buyers from around the world.



Location

Strategically located in Shenzhen to access licensing opportunities in the region and beyond.



Synergy

Concurrently held with the 35+ year Toy & Hobby China, as well as Baby & Stroller China, attracting more buyers from different industry sectors.



Resources

Utilise network across different industry sectors such as toys, baby products, stationery, household products, gifts, textiles and more.



Marketing support

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



2025 fair review



Exhibitor profile



130,000 sqm
gross exhibition space



1,453 exhibitors
from 8 countries & regions



600+ licensed images,
brands and characters

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

Product groups



Animation &
character licensing



Sports licensing



Culture & art
licensing



Celebrity licensing



Brand licensing



Licensed products

Highlighted past exhibitions



太空创想®



奇萌盾甲 GOLDEN ISLAND



*In arbitrary order

Exhibitors' voices

"Shenzhen's thriving pop culture toy industry attracts highly pragmatic buyers seeking tangible collaborations. We've already engaged with dozens of manufacturers over the past two days. We've mainly met domestic buyers, but international clients – particularly from Southeast Asia, the Middle East and more – account for 20% to 30% of potential partnerships."

Mr Chao Cai, General Manager of Beijing Xiyou Meta Technology Development Co Ltd and Director of "Blossom Monkeying" IP

"We received around 100 leads on the first day alone. Many of the buyers interested in our AirAsia Buds IP recreation and merchandise are mostly from China, but also from India, Canada, Europe and more. We get to connect with people across different industries, different sectors, and across age groups, and it can help expose us to more opportunities."

Mr Rudy Khaw, CEO, AirAsia brand co., Malaysia



Visitor profile



72,330 visitors
from 79 countries & regions.

98%

of visitors were satisfied with their visit.

95%

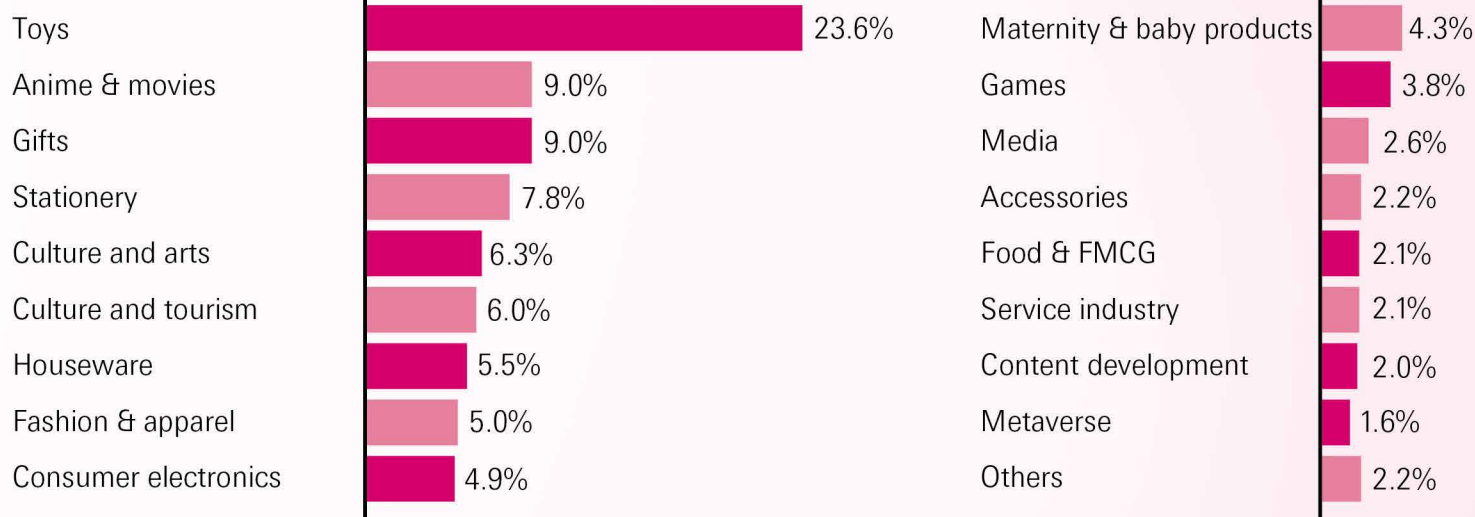
of visitors played a decisive, collective or consultative role in purchasing decisions.

95%

of visitors plan to return in 2026.

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

Visitors' business focus



Buyer's feedback

"Each year, we visit Licensing China, the largest licensing trade show in the first half of the year, to explore collaborations with trending IPs. This fair is one of the most efficient and successful channels for us to conduct market research and establish IP contacts."

Ms Shanshan Zhang, Commercial Manager, Guangxi Haote Culture & Entertainment Limited Liability Company



Scan the QR code for more feedback from exhibitors and visitors!

Featured buyers



*In arbitrary order

Fringe programme and year-round events



Forums and seminars

Licensing forums and activities during the event



Promotions

Promotions at Messe Frankfurt fairs and other networking events



Onsite business

Matching within the related industrial clusters at the fair



Business matching

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+** potential 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



Updates: China's latest visa exemption scheme (As of April 2025)

- Travellers from 38 countries, including Australia, Brazil, Brunei, Chile, France, Germany, Italy, Japan, Malaysia, New Zealand, Peru, Spain, South Korea and Uruguay can enter China visa-free.
- Enter and stay in China for no more than 30 days without a visa.

Fair facts

Date

9 – 11 April 2026

Venue

Shenzhen World Exhibition & Convention Center

Address

1 Zhancheng Road, 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 (HK) Ltd

35/F, China Resources Building

26 Harbour Road, Wanchai, Hong Kong

Tel: +852 2230 9287

Email: licensing@china.messefrankfurt.com

Guangdong Toy Association /

Guangzhou Li Tong Messe Frankfurt Co Ltd

Room 1520, Dongshan Plaza

69 Xian Lie Zhong Road, Yuexiu District,

Guangzhou, China

Email: licensing@china.messefrankfurt.com

www.licensing-china.com

Concurrent events



toy&hobby
CHINA

Shenzhen International Toy & Hobby Fair



baby & stroller
CHINA

Shenzhen International Stroller, Mother and Baby Product Fair

Cost

Participation fee

Raw space

RMB 1,450 / sqm (min 36 sqm)

Standard booth

RMB 1,900 / sqm (min 9 sqm)

10% surcharge on corner booth

10% early bird discount*
*make full payment by 20 December 2025

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