



licensing
CHINA

Shenzhen International Licensing and
Licensed Product Fair

31.3 - 2.4.2027

Shenzhen World Exhibition &
Convention Center

**Discover the
endless licensing
opportunities**

licensing-china.com



messe frankfurt



Guangdong Toy Association

Connecting global IP value in the Greater Bay Area

Licensing China bridges the gap between IP and cross-industry applications, building a high-level platform for business conversion. This premier event brings together global brands and exhibitors to leverage the unique advantages of the Greater Bay Area market, unlocking infinite possibilities for licensing and licensed products.



2026 fair exhibitor review



130,000 sqm
gross exhibition space



1,495 exhibitors
from 8 countries & regions



600 +
licensed images, brands and characters



38 years
accumulation of buyer networks and resources

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

Why exhibit at the fair?



Timing

Held in spring to help brands capture the peak sourcing season and secure partnerships year-round.



Networking

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



Location

Based in Shenzhen to leverage GBA's economic power, creating a global hub that connects international IP owners.



Resources

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



Synergy

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



Marketing support

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

Exhibitors' voices

"This marks the first time we showcase our IPs and cultural and creative products at any licensing fair. We aim to explore suppliers within the Pearl River Delta to diversify our supply chain and sales channels, as well as initiate new collaborations from an IP licensing perspective. The scale of this fair helps attract high calibre collaborators. In just one day, I've connected with around 100 potential contacts. We will definitely return next year."

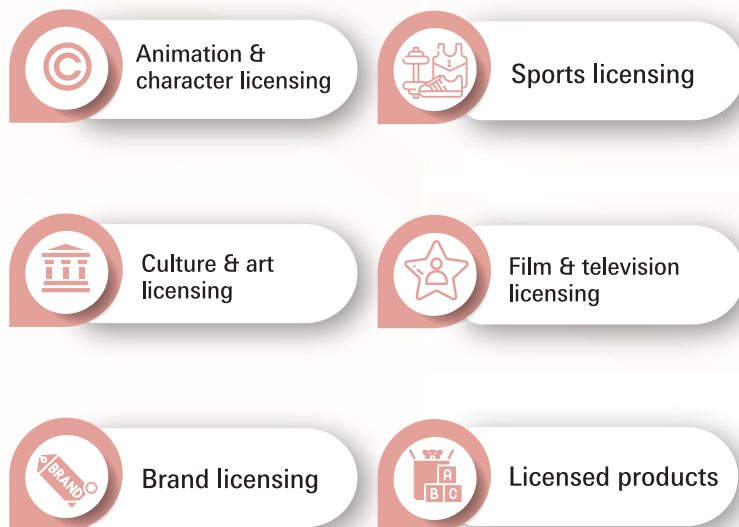
Mr Zhenghui Xu, Cultural and Creative Department Director, People's Education Press, China

"Shenzhen is a priority market for us, especially given its concentration of renowned domestic and export brands. This year, the fair has offered even more potential customers. Many trendy toy industry players visited our booth, and we also want to focus on this segment to better engage our younger fans. We've seen a significant increase in international buyers and have connected with several overseas clients."

Mr John Sun, Licensing Director, China Office of FC Internazionale Milano SpA, Italy



Product groups



Highlighted past exhibitors



*In arbitrary order



2026 fair visitor review



77,031 visitors from 83 countries & regions.

95%

of visitors were satisfied with their visit.

91%

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

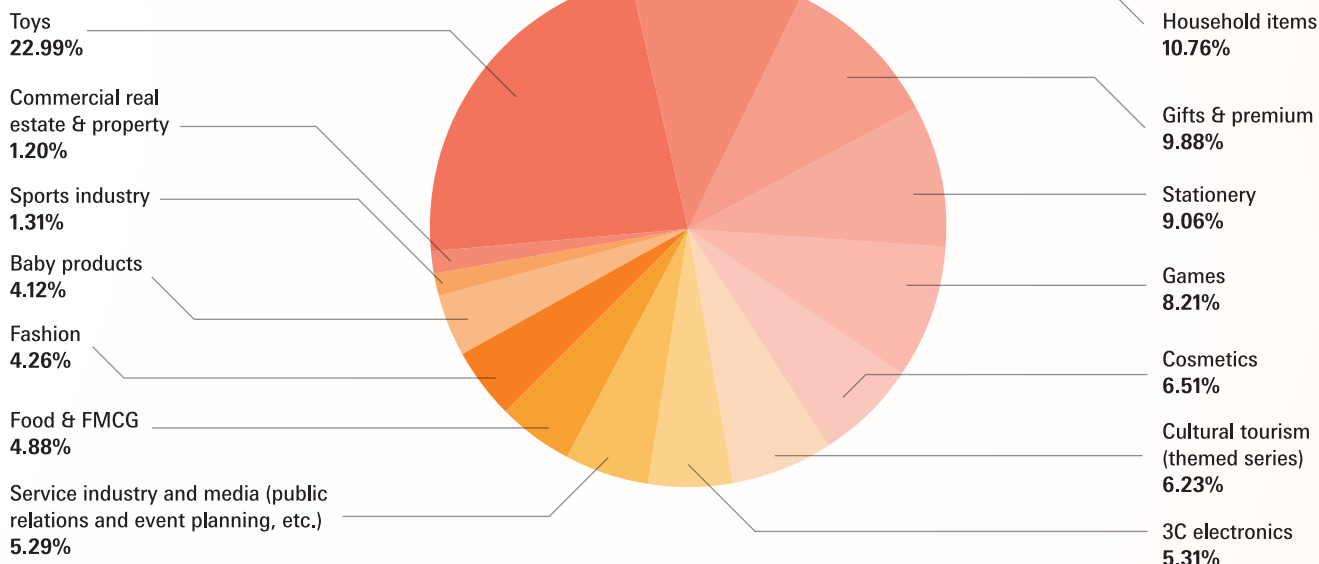
93%

of visitors plan to return in 2027.

Recorded a 35% YoY uptick in overseas buyers

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

Visitors' business nature



Buyer's feedback

"Every year, I visit the 3-in-1 fairs to find new opportunities in cultural, creative, and IP-licensed products. Customer demand for IP-derivatives or products with emotional value continues to grow. With many trending IPs and new trendy toy brands onsite, we're able to gather the latest market updates all in one place. The fairs' ability to curate exhibitors that reflect current trends makes every visit an invaluable opportunity for both research and procurement."

Mr Zeyu Wu, General Manager, Guangzhou Pinyun Culture Innovation Co Ltd, China



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

Featured buyers



*In arbitrary order



Value-added exposure to accelerate market breakthroughs

- KOL livestreams
- Year-round marketing with our networks

Promote your business via our network

Overseas media

Database: **170+** countries & regions

Advertisements & press releases: **30+** media



TOTAL LICENSING

and more...

Chinese media

Database: **30+** regions

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



and more...

Direct marketing



SMS broadcasts

Direct e-mailing

Telemarketing

Social media marketing



KOL live streaming



Fringe events: more than just an ordinary trade fair



Greater Bay Area Brand Licensing Industry Development Forum



Cross-industry showcases and events



Industry cluster matchmaking



Delegations and onsite business matching

China's latest visa exemption scheme (as of November 2025)

Travellers from 55 countries and regions, including Australia, Brazil, Brunei, Chile, France, Germany, Italy, Japan, Korea, New Zealand, and Spain can enter and stay in China for up to 240 hours visa-free transit.

Fair facts

Date

31 March – 2 April 2027

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

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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 1,590 / sqm (min 36 sqm)

Standard booth

RMB 1,908 / sqm (min 9 sqm)

10% surcharge on corner booth

Follow us on social media



10% early bird discount*

*make full payment by 18 December 2026