

Fact Sheet



31.3 – 2.4.2027
Shenzhen, China

Fair name	Licensing China 2027 – The Shenzhen International Licensing and Licensed Product Fair (The 8th edition)	
Fair date	31.3 – 2.4.2027 (Wed – Fri)	
Location	Shenzhen World Exhibition & Convention Center No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China	
Exhibition space	130,000 sqm (2026, including Toy & Hobby China and Baby & Stroller China)	
Exhibitor	Over 1,400 (2026, including Toy & Hobby China and Baby & Stroller China)	
Product group	• 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	



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