



licensing
CHINA

Licensing China 2021 – The Shenzhen International Licensing and Licensed Product Fair (2nd edition)

Fair Date	30 Mar – 1 April, 2021
Location	Shenzhen World Exhibition & Convention Center No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China
Exhibition Space	140,000 sqm (2020, including Toy & Edu China and Baby & Stroller China)
Exhibitors	1,321 (2020, including Toy & Edu China and Baby & Stroller China) from 8 countries / regions
Visitors	61,553 (2020, Toy & Edu China and Baby & Stroller China)
Product Groups	Licensing and licensed products Animation character licensing Licensed products Culture & art licensing Brand licensing Sporting licensing Celebrity Licensing
Buyer group	Licensee, Licensing agency, Retailer, E-commerce owner, Industry association, Media etc.
Participation Fee	Standard Booth: RMB 1,650 / sqm (min 9sqm) Raw Space: RMB 1,260 / sqm. (min. 36 sqm.) (Additional Fee: 10% additional fee for corner booth)
Fringe Programme	Licensing Forum Business matching E-connect 360 : digital marketing service
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 (Shanghai) Co Ltd, Beijing Branch Room 1721, Tower 2 Bright China Chang An Building 7 Jian Guo Men Nei Avenue Beijing, China Tel.: (86) 4006138585 ext. 881 Fax: (86) 10 6510 2799 www.licensing-china.com Contact: Mr. James Gu, licensing@china.messefrankfurt.com



Guangdong Toy Association



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