

Fact sheet



30.3-1.4.2022
SHENZHEN, CHINA

Fair name	Licensing China 2022 – The Shenzhen International Licensing and Licensed Product Fair (3rd edition)	
Fair date	30.3-1.4.2022	
Location	Shenzhen World Exhibition & Convention Center No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China	
Exhibition space	130,000 sqm (2021, including Baby & Stroller China and Toy & Edu China)	
Exhibitor	1,413 (2021, including Baby & Stroller China and Toy & Edu China) from 13 countries / regions	
Visitor	82,481 (2021, including Baby & Stroller China and Toy & Edu 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: Raw space: Virtual exhibition package:	RMB 1,650 / sqm (min 9sqm) RMB 1,260 / sqm. (min. 36 sqm.) RMB 14,850/ 6 sqm
	(Additional fee: 10% additional fee for corner booth) • 10% early bird discount when complete the application on or before 20.11.21 • Booth application deadline: 31.12.21	
Fringe programme	Licensing forum Business matching E-connect 360 : digital marketing service	
Visitor admission Fee	Free-of-charge. For trade visitors only. Persons under 16 will not be admitted. *Open to public on the last day	
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Organisers	Guangdong Toy Association Guangzhou Li Tong Messe Frankfurt Co Ltd Messe Frankfurt (HK) Ltd	



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