



licensing
CHINA

Shenzhen International Licensing and
Licensed Product Fair

8 – 10.4.2024

Shenzhen World Exhibition &
Convention Center (near the airport)

Discover the
endless licensing
opportunities
in the Greater
Bay Area

www.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. Since its launch in 2020, the fair has grown rapidly and played an active role in promoting collaboration between IP companies and traditional manufacturing and service industries. At the same time, it has helped push the development of cultural and creative industries in the Greater Bay Area – bringing more licensed products to the consumer market.



About the co-organisers



Guangdong Toy Association

Established in 1988, Guangdong Toy Association (GDTA) is one of the most reputable organisations for the toy industry in Guangdong province of China. Its members come from a diversity of professions ranging from manufacturers, sales, researchers, and education professionals.



messe frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a portfolio of over 50 trade events in 13 major cities, Messe Frankfurt (HK) Ltd, a subsidiary of the Group, provides high-quality platforms for companies wishing to expand or improve their business in China and Asia.

Why exhibit at the fair?

Timing

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



Location

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



Synergy

Concurrently held with the 30+ year Toy & Edu China and Baby & Stroller China, including a diverse fringe programme attracting more buyers from different industry sectors.



Networking

Business matching service is available for you to connect with buyers from around the world. Pre-schedule online and onsite meetings with preferred buyers.



Resources

Utilise the fair organisers' experience and network across different industry sectors such as toy, baby products, stationery, household products, gifts, textiles and more.



Marketing support

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



2023 fair review



Exhibitor profile



130,000 sqm
gross exhibition space



1,400+ exhibitors
from 6 countries & regions



500+ licensed images,
brands and characters

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

Product groups



Animation &
character licensing



Brand licensing



Celebrity licensing



Licensed products



Culture & art
licensing



Sports licensing

Highlighted exhibitors



Exhibitors' voices

"We reached many clients from the toy industry at the show, and received a lot of enquiries from brands in the food, toy and luggage sectors as well. The results of the show were good, both in terms of the visitor flow and the variety of clients from different categories. Now that life is back to normal, our business and the progress in animation production has all been speeding up. The industry is in great need of efficient face-to-face communication. I think Licensing China is a good platform that helps connect IP companies and other brands very effectively."

Ms Ye Li, Licensing Manager, Kidsland, China

"We came into contact with many customers from South China from the toys, 3C (computer, communication and consumer electronics), and clothing industry during the fair, which was very helpful to us. Moreover, after the pandemic eased, we were pretty surprised by the big flow of visitors onsite, which far exceeded our expectations. As the most influential trade fair in South China, Licensing China is a great networking platform for both those visitors who are in the licensing industry and cross-sector clients who came to seek IP cooperation."

Ms Vicki Cui, Licensing Director, Shanghai Senyu Media Co Ltd, China



Visitor profile



70,836 visitors
from 67 countries & regions.

97%

of visitors were satisfied with their visit.

85%

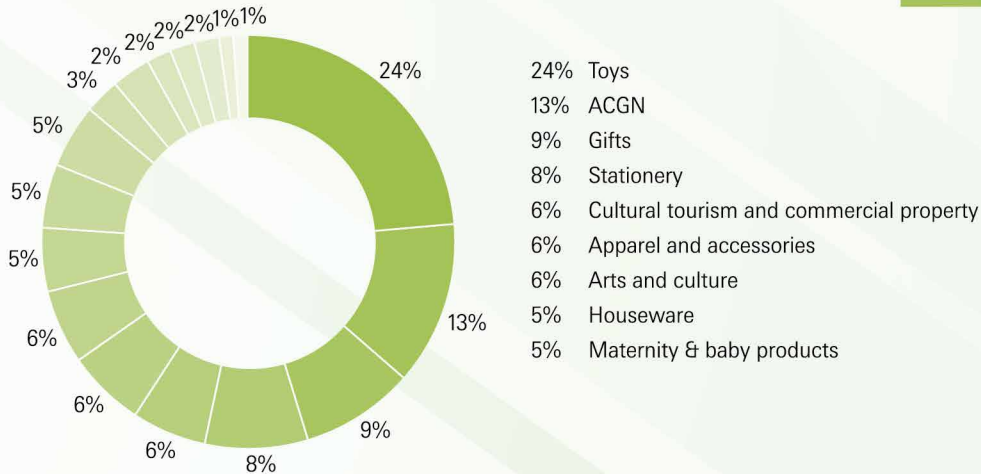
of visitors played a decisive, collective or consultative role in purchasing decisions.

89%

of visitors plan to return in 2024.

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

Visitors' business focus



24% Toys
13% ACGN
9% Gifts
8% Stationery
6% Cultural tourism and commercial property
6% Apparel and accessories
6% Arts and culture
5% Houseware
5% Maternity & baby products

5% Consumer electronics
3% Media
2% Metaverse
2% Food & FMCG
2% Services
2% Beauty products
1% Sports
1% Others

Visitors' business nature

Licensor (brand & IP)

Cultural media company

Manufacturer

Association and Chamber of Commerce

Licensing and copyright agent

Service company

Media

Featured buyers



Buyer's feedback

"I have participated in Licensing China for three years in a row, and through this platform, I have had in-depth contact with the top international and domestic IP leaders every year. It's especially useful to gather information and trends obtained from the forum on the first day, which has helped me tailor the general direction for my upcoming services for apparel brands. For the fashion industry, spring is an important season, and this fair which is held in March or April every year has become my must-attend show."

Ms Mei Li, fashion industry consultant and media expert



Year-round promotional activities



Licensing forums and activities during the event



Promotions at Messe Frankfurt fairs and other networking events



Onsite business matching within the related industrial clusters at the fair



Business matching tour at the physical show



Promote your business via our network

Overseas media

Database: **170+** countries & regions

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



TOTAL
LICENSING

and more...

Chinese media

Reaching **270,000+** Chinese 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

Promote your latest products to an attentive online audience.



Fair facts

Date

8 – 10 April 2024

Venue

Shenzhen World Exhibition & Convention Center

Address

1 Zhancheng Rd, 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 9237

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

Cost

Participation fee

Standard booth

RMB 1,900 / sqm (min 9 sqm)

Raw space

RMB 1,450 / sqm (min 36 sqm)

10% surcharge on corner booth

www.licensing-china.com



Q SZLicensing

10% early bird discount*
*submit application form and
full payment before 20 December 2023

