

# Fact sheet



8 - 10.4.2024  
SHENZHEN, CHINA

<b>Fair name</b>	Licensing China 2024 – The Shenzhen International Licensing and Licensed Product Fair (The 5th edition)	
<b>Fair date</b>	8 - 10.4.2024 (Mon - Wed)	
<b>Location</b>	Shenzhen World Exhibition & Convention Center No.1 Zhancheng Road, Fuhai Street, Bao'an District, Shenzhen, Guangdong, China	
<b>Exhibition space</b>	130,000 sqm (2023, including Baby & Stroller China and Toy & Edu China)	
<b>Exhibitor</b>	1,400 (2023, including Baby & Stroller China and Toy & Edu China)	
<b>Visitor</b>	70,836 (2023, including Baby & Stroller China and Toy & Edu China)	
<b>Product groups</b>	Licensing and licensed products Animation character licensing Licensed products Culture & art licensing	Brand licensing Sporting licensing Celebrity licensing
<b>Buyer groups</b>	Licensee, licensing agency, retailer, e-commerce owner, industry association, media etc.	
<b>Fringe programme</b>	Greater Bay Area Brand Licensing Industry Development Forum Licensing Industry Cocktail Reception IP Mascots Parade Onsite Business Matching Service	
<b>Participation fee</b>	<b>Standard booth:</b> RMB 1,900 / sqm (min. 9 sqm) <b>Raw space:</b> RMB 1,450 / sqm (min. 36 sqm)  (Additional fee: 10% additional fee for corner booth)	
<b>Visitor admission fee</b>	Free-of-charge. For trade visitors only. Persons under 16 will not be admitted. <b>*Open to public on the last day</b>	
<b>Contact</b>	<b>Messe Frankfurt (HK) Ltd</b> 35/F, China Resources Building, 26 Harbour Road, Wanchai, HONG KONG Tel.: (852) 2230 9237 Fax: (852) 2598 8771 <a href="http://www.licensing-china.com">www.licensing-china.com</a> Contact person: Mr. Lucan Ng <a href="mailto:licensing@china.messefrankfurt.com">licensing@china.messefrankfurt.com</a>	
<b>Organisers</b>	Guangdong Toy Association Guangzhou Li Tong Messe Frankfurt Co Ltd Messe Frankfurt (HK) Ltd	



Guangzhou Li Tong Messe Frankfurt Co Ltd



Guangdong Toy Association