

Asian Licensing Conference 2017 Post Event Report

9 – 10 JAN 2017 | Hong Kong Convention and Exhibition Centre

1,486

audiences

81%

Asian audiences

84%

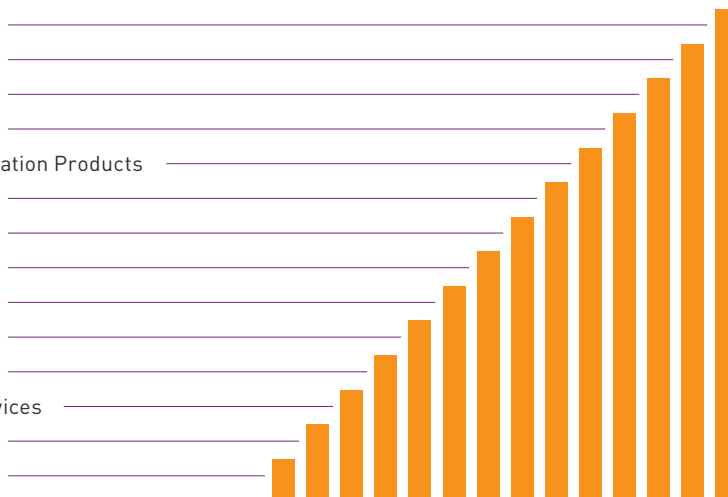
Decision -makers

80%

from Belt & Road Countries

AUDIENCES' PROFILE

35%	Gifts & Premium
28%	Toys & Games
26%	Stationary
21%	Audio Visual Products
19%	Household & Home Decoration Products
18%	Books
15%	Consumer Electronics
14%	Baby Products
13%	Festival & Party Items
11%	Electrical Appliances
11%	Fashion & Garments
11%	Legal & Professional Services
9%	Sports Goods
6%	Watches & Clocks



Asia's second-largest licensing market, the Chinese mainland, recorded US\$7.22 billion in sales of licensing products in 2015, which was more than five times as much as the global growth, reflecting the vibrancy of Asia's licensing market.

Charles Riotto
President, International Licensing Industry Merchandisers' Association (LIMA)

INSIGHTS & STRATEGIES SHARED BY LICENSING EXPERTS

- Animation
- Art & Culture
- Character
- Entertainment
- Fashion
- Intellectual Property
- Lifestyle
- Market Opportunities in China
- New Media & Digital Transformation
- Retail Marketing
- Tourism



As a "super-connector" for the Belt and Road Initiative, Hong Kong can assist related countries and regions to advance their licensing industries.

Raymond Yip
Deputy Executive Director, Hong Kong Trade Development Council

Asian Licensing Conference 2018

EVENT DATE: 8-9 January 2018

KEY TOPICS: Location-based Entertainment, Corporate Brand, Games and Digital Entertainment, Market Opportunities in China and Japan