

ALC Asian Licensing
Conference
亞洲授權業會議

ASIAN LICENSING CONFERENCE

亞洲授權業會議

8-9/1/2018

Hong Kong Convention and Exhibition Centre
香港會議展覽中心

www.hktdc.com/asianlicensingconference

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About the Conference

會議資料

Licensing
Digital
Entertainment
Brands
Fashion
Licensing
Lifestyle
Character
New Media
Entertainment
Lifestyle

Brands
Digital
Entertainment
Fashion
Licensing
Lifestyle
Character
New Media
Entertainment
Lifestyle

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Welcome Message

歡迎辭



Ms Margaret Fong
方舜文

Executive Director
Hong Kong Trade Development Council
香港貿易發展局總裁

A warm welcome to the seventh edition of the Asian Licensing Conference 2018. As the largest event of its kind in the region, this annual event brings together international experts to explore opportunities in the booming licensing industry in the region's licensing hub, Hong Kong.

According to the International Licensing Industry Merchandisers' Association, global retail sales of licensed goods grew by 4.4 per cent to US\$262.9 billion in 2016 while sales in Asia jumped 8.8 per cent, with the region accounting for 11 per cent of the world's total market share. The Chinese mainland is now Asia's second-largest market for licensed merchandise, yet it only makes up less than three per cent of the global market share, reflecting the huge growth potential of the mainland market.

While Hong Kong serves as the gateway to the Chinese mainland, its robust legal system, respect for intellectual property rights, extensive business expertise also make the city an ideal platform for global brands and top licensors to tap market opportunities across the region.

This year, we are proud to present some 30 renowned international speakers during the two-day conference. Some of the highlights include the two plenary sessions on the first day, which will discuss the growing opportunities in location-based entertainment licensing, as well as corporate brand licensing.

Asia is fully plugged into the digital era, where tech-savvy consumers are driving demand for licensed products in such sectors as entertainment, fashion, art, culture and new media. The breakout session on opening day will examine how licensing has been transformed in the digital age.

I would also like to draw your attention to the two regional thematic sessions, which focus on the vast and varied licensing opportunities in Asia's two largest licensing markets, the Chinese mainland and Japan. There will also be an introductory workshop on the licensing model and its operation, and a separate session exploring key IP and legal fundamentals of licensing.

The Asian Licensing Conference is held concurrently with the Hong Kong International Licensing Show, which this year features over 380 exhibitors and more than 1000 brands and properties, including top global licensors such as Nickelodeon, Sanrio, Smilely, Warner Brothers and 20th Century Fox.

These twin industry events together present the perfect platform to network and explore all aspects of the Asian licensing industry. I wish you all a fruitful experience at the conference and a rewarding year ahead.

我謹代表香港貿易發展局歡迎各位蒞臨第七屆「亞洲授權業會議」。作為區內同類型最大的活動，這項年度盛事讓環球翹楚聚首香江，於這個亞洲授權業樞紐中，探討正在蓬勃發展的授權業之商機。

根據國際授權業協會的資料，2016年的全球授權產品零售額達2,629億美元，按年增長4.4%，其中亞洲市場的增長幅度達8.8%，佔全球總零售額11%。中國內地現為亞洲第二大授權產品市場，但僅佔全球市場份額少於3%，反映內地市場蘊藏著龐大的發展潛力。香港作為通往中國內地的門戶，其健全的法律制度、完善的知識產權保障，以及廣泛的商業知識，使其成為環球品牌和頂尖授權商開拓亞洲商機的理想平台。

今年，我們很榮幸邀請到約30位國際知名人士擔任為期兩天的會議之演講嘉賓。首天舉行的兩場主論壇是會議的焦點之一，行業專家將揭示新興的實景娛樂(location-based entertainment)授權及企業品牌授權所帶來的種種機遇。

亞洲已全面進入數碼時代，這裡精通科技的消費者，帶動娛樂、時尚、藝術、文化及新媒體等領域的授權產品需求不斷增加，於開幕當天的分組會議將探討數碼時代如何改變授權業的發展。

另外兩場針對中國內地及日本市場的專題會議也值得各位留意，它們分別剖析兩個市場的多元化授權商機。而會議設有工作坊介紹授權模式及營運須知，以及講解授權業務所涉及的法律和知識產權重要事項。

「亞洲授權業會議」與「香港國際授權展」同期舉行。今屆「香港國際授權展」匯聚超過380家參展商，展示超過1000個品牌和授權項目，包括Nickelodeon、Sanrio、Smilely、華納兄弟(Warner Brothers)、二十世紀福斯(20th Century Fox)等全球頂尖授權商。

兩大打盛事攜手為業界帶來完美的平台，藉此拓展商脈，全面探索亞洲授權業的發展形勢與機遇。

祝願各位於是次會議收穫豐富，新一年生意興隆！

Introduction of HKTDC

香港貿易發展局簡介



A statutory body established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based services providers, traders, and manufacturers. With a global network of more than 40 offices globally, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia. To help companies explore and expand global business frontiers through Hong Kong, the HKTDC organises more than 300 promotional activities annually, including international exhibitions, conferences and business missions.

Asia provides the dominant engine for growth of the global licensing industry, with companies increasingly aware of the value that licensing can bring to their brands coupled with soaring demand for licensed products among consumers in the region, and especially the Chinese mainland. Hong Kong's trusted common law system and robust protection of intellectual property rights makes the city an ideal hub in Asia for the international licensing industry to converge. The Asian Licensing Conference (ALC) is an annual gathering of business leaders and licensing experts from around the world to analyse industry trends and share best practices on tapping promising markets in Asia. Together with the concurrent Hong Kong International Licensing Show, the twin events form a vibrant platform for licensees and licensors to connect and explore opportunities for business partnership.

香港貿易發展局(下稱「香港貿易發展局」)自1966年成立以來，一直協助香港的貿易商、製造商和服務業者，向全球推廣他們的業務。香港貿易發展局在世界各地設立了超過40個辦事處，其中13個在中國內地，致力促進香港作為聯繫中國內地，以至亞洲的商貿平台。香港貿易發展局每年亦舉辦逾300個包括國際貿易展覽會、會議及商貿訪問團等推廣活動，幫助企業利用香港平台探索商機及拓展國際業務。

發展迅速的亞洲市場(尤其是中國內地)擁有龐大的消費力，愈來愈多企業意識到授權對提高其品牌及商品價值的重要性和潛力，為環球授權業帶來強大的推動力。香港一直仰賴的普通法制度，以及堅實的知識產權保護制度，使之成為亞洲區內首屈一指的授權業樞紐。亞洲授權業會議每年均匯聚環球頂級授權業人士及商界領袖，分析行業發展趨勢並分享開拓亞洲市場的成功經驗，與同期舉行的香港國際授權展，共同為授權商及獲授權商等與會人士提供建立聯繫和探索商機的平台。

HKTDC Worldwide Network

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Programme 議程

Licensing
Digital
Entertainment
Brands
Fashion
Licensing
Lifestyle
Character
New Media
Entertainment
Lifestyle



Licensing
Digital
Entertainment
Brands
Fashion
Licensing
Lifestyle
Character
New Media
Entertainment
Lifestyle

Overall Programme

議程一覽

8 January 2018 (Monday)		
09:30 – 09:45 Meeting Room N201	Opening Session	
09:45 – 11:00 Meeting Room N201	Plenary Session (I) Creating Brand Excitements with Location-based Entertainment Licensing	
11:00 – 11:15	Coffee Break	
11:15 – 12:30 Meeting Room N201	Plenary Session (II) Building World-Class Corporate Brands through Licensing	
12:45 – 14:15 Grand Hall Foyer, Level 3	Networking Reception	
14:30 – 16:00	Breakout Session (I) Digital Transformation of Licensing Meeting Room N201	Breakout Session (II) The Rising Diverse Business Opportunities of Licensing in Japan Meeting Room N206-208

9 January 2018 (Tuesday)	
10:30 – 12:30 Meeting Room N201	China Thematic Session The Changing Lifestyle of China
14:00 – 15:30 Meeting Room N201	Licensing Workshop (I) Licensing Essentials: Encompassing Business Development
15:45 – 17:15 Meeting Room N201	Licensing Workshop (II) IP and Legal Fundamentals for Licensing

2018年1月8日(星期一)		
09:30 – 09:45 會議室 N201	開幕演講	
09:45 – 11:00 會議室 N201	主論壇 (一) 「實景娛樂」授權 創品牌新體驗	
11:00 – 11:15	茶歇	
11:15 – 12:30 會議室 N201	主論壇 (二) 利用授權 打造世界級企業品牌	
12:45 – 14:15 三樓大會堂前廳	交流會	
14:30 – 16:00	分組會議 (一) 授權業數碼轉型 會議室 N201	分組會議 (二) 授權契機聚焦日本 會議室 N206-208

2018年1月9日(星期二)	
10:30 – 12:30 會議室 N201	中國主題會議 中國生活文化改變創新機遇
14:00 – 15:30 會議室 N201	授權業工作坊 (一) 授權業務發展多面睇
15:45 – 17:15 會議室 N201	授權業工作坊 (二) 知識產權及法律維護

Conference Programme

會議議程

Day 1 - 8 January 2018 (Monday)	
Meeting Room N200 Series, HKCEC	
Opening Session	
09:30 09:45 Meeting Room N201	<p>Welcome Remarks</p> <ul style="list-style-type: none"> ● Mr Benjamin Chau Acting Executive Director, Hong Kong Trade Development Council <p>Opening Remarks</p> <ul style="list-style-type: none"> ● Mr Yung Wai-hung, Philip, JP Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism), Hong Kong Special Administration Region of the People's Republic of China ● Mr Li Jiangang Deputy Director General, Department of Hong Kong, Macao and Taiwan Affairs, Ministry of Culture of the People's Republic of China
Plenary Sessions	
09:45 11:00 Meeting Room N201	<p>Plenary Session (I) Creating Brand Excitements with Location-based Entertainment Licensing</p> <p>Location-based Entertainment (LBE) Licensing has created a new form of consumer engagement, bringing brand excitements and reinforcing customer loyalty in the completely immersive environments year-round. Today, licensors do not only tap into theme park operations, but also use LBE Licensing to expand their top-performance franchises to the entire resort destinations, including rides, attractions, shopping and entertainment. Such location-based and interactive brand experiences have also drawn in fans of the franchises to the location, which in turn, helps drive tourism for the region.</p> <p>In this Plenary Session, senior executives from top global brands will share their winning strategies on LBE Licensing.</p> <p>Panel Chair:</p> <ul style="list-style-type: none"> ● Mr Charles Riotto President, International Licensing Industry Merchandisers' Association (LIMA) <p>Speakers:</p> <ul style="list-style-type: none"> ● Ms Roz Nowicki Executive Vice President, Peanuts Worldwide LLC ● Mr Jack Yew Vice President, Location Based Experiences Asia, Viacom International Media Networks ● Mr Eric Lee Director of Location Based Entertainment, Turner Asia Pacific
11:00 11:15	<p>Coffee Break</p>

11:15 12:30 Meeting Room N201	<p>Plenary Session (II) Building World-Class Corporate Brands through Licensing</p> <p>Corporate brand owners have become increasingly aware that licensing can help them extend brand awareness, reach out to new consumers, reinforce brand values and build customer loyalty. Successful licensing strategies can take the corporate trademarks to new markets and new sectors, generating new revenue streams.</p> <p>Join the established corporates and industry experts to learn how Brand Licensing is being embraced as part of strategic brand development or even elevated as a form of business development for corporate management.</p> <p>Panel Chair:</p> <ul style="list-style-type: none"> ● Mr Charles Riotto President, International Licensing Industry Merchandisers' Association (LIMA) <p>Speakers:</p> <ul style="list-style-type: none"> ● Mr Ciarán Coyle Global Vice President and Head of Global Brand Licensing, Electrolux ● Mr Jay Asher Partner, Brandgenuity ● Mr Greg Winters Manager, Licensing Programs, Boy Scouts of America
12:45 14:15 Grand Hall Foyer, Level 3	<p>Networking Reception</p>
Breakout Sessions	
14:30 16:00 Meeting Room N201	<p>Breakout Session (I) Digital Transformation of Licensing</p> <p>The emergence of new media, the rise of on-demand entertainment and the more powerful mobile devices have changed many aspects of our daily lives. Our communication, work and shopping are now infused with gaming elements. "Gamification" has become a popular global trend and winning strategy for brands to engage customers.</p> <p>In this Breakout Session, digital and gaming brands will share their success in licensing. Global brands will also unveil their business transformation in the digital era.</p> <p>Panel Chair:</p> <ul style="list-style-type: none"> ● Mr Steven Ekstract Global Publisher, License! Global Magazine <p>Speakers:</p> <ul style="list-style-type: none"> ● Mr Philippe Bost Vice President, International Consumer Products, Activision Blizzard ● Mr Aurelien Palasse Head of Licensing & Publishing, Ubisoft ● Mr Jerry Chu Licensing Director, Microsoft

<p>14:30 16:00</p> <p>Meeting Room N206-208</p>	<p>Breakout Session (II) The Rising Diverse Business Opportunities of Licensing in Japan</p> <p>The scale of the Japan's licensing market makes it the largest in Asia and the third largest worldwide. Japan was seemingly a relative early starter in licensing, with an industry going back about 60 years. During this time, Japan has matured in its own unique way benefitting both licensors and licensees.</p> <p>Nowadays, we see an abundance of intellectual properties such as animation, games, toys, fashion, education, live action and picture books geared not just to children, but also to adults. Various business strategies are used in precise marketing, tailored to the target across consumer products and services, digital, and location-based entertainment.</p> <p>Different factors are found to make up the strength of Japan's licensing business. These include evergreen popular characters that are globally active, an abundance of original comic works, and an advanced media infrastructure.</p> <p>In this session, the speakers will share their insights on these strengths and mechanisms. They will also offer thoughts about the diversity of animation and live action IP, as well as provide their expertise and opinions on licensing opportunities in Asia.</p> <p>Panel Chair:</p> <ul style="list-style-type: none"> ● Ms Kaori Taniguchi General Manager, LIMA Japan <p>Speakers:</p> <ul style="list-style-type: none"> ● Mr Takahiro Noda Content Division Director, Asatsu-DK Inc. ● Ms Junko Mokuno Corporate Officer, Corporate Marketing, Tsuburaya Productions Co., Ltd ● Mr Daisuke Tebayashi Manager, Preschool Education - Global Division & Character Development - Global Development, Benesse Corporation ● Mr Ben Kato President, Ingram Co., Ltd.
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Day 2 - 9 January 2018 (Tuesday)

Meeting Room N200 Series, HKCEC

China Thematic Session

<p>10:30 12:30</p> <p>Meeting Room N201</p>	<p>The Changing Lifestyle of China</p> <p>Leading the world in internet and mobile penetration as well as the use of online shopping and online gaming, China has become the trendsetter for the adoption of high-tech services. The young, educated and affluent middle-class consumers, while observing "balanced" lives, are seeking to enjoy leisure and entertainment. Indeed, the mainland's consumer market is evolving at a rapid speed with habits and expectations constantly changing. This has posed both challenges and opportunities to those brands tapping the mainland market.</p> <p>Join the industry experts to examine the licensing opportunities in games, digital entertainment and animation of the mainland market.</p> <p>Panel Chair:</p> <ul style="list-style-type: none"> ● Ms Tani Wong Managing Director, LIMA China <p>Speakers:</p> <ul style="list-style-type: none"> ● Mr Galen Gao Jing Ji Circle Agency Leader, JD.com ● Mr Jared Ren Licensing Vice President, iQIYI ● Mr Aaron Huang Licensing Director, China Literature Limited ● Ms Daisy Shang General Manager, Fantawild Animation Inc.
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The Licensing Workshops	
<p>14:00 15:30</p> <p>Meeting Room N201</p>	<p>Licensing Workshop (I) Licensing Essentials: Encompassing Business Development</p> <p>This workshop will provide a basic introduction to the licensing model and its operations. Licensors and brand-owners will find useful hands-on advice to embark on or grow their licensing business. For licensees and manufacturers/retailers/traders, who are interested in leveraging licensing to upgrade their product or services and expand their markets, the workshop offers practical advice to help them identify potential licensors and licensing agents.</p> <p>Panel Chair:</p> <ul style="list-style-type: none"> ● Mr Steven Ekstract Global Publisher, License! Global Magazine <p>Speakers:</p> <ul style="list-style-type: none"> ● Ms Elaine Chiu Senior Vice President - China, Global Brands Group Asia Limited (CAA-GBG) ● Ms Claire Gilchrist Vice President, Hasbro Consumer Products - Asia Pacific ● Mr Alexis Bautista Chief Executive Officer, Kokonuzz Media Group ● Mr Herbert Yang Chief Executive Officer, Century Innovative Technology Limited
<p>15:45 17:15</p> <p>Meeting Room N201</p>	<p>Licensing Workshop (II) IP and Legal Fundamentals for Licensing</p> <p>Legal professionals and experts will cover contract establishments and exits, IP registration and protection related to licensing in Hong Kong, the Chinese mainland, and the international market, especially in emerging markets. Licensors, licensees and licensing agents will gain a thorough understanding on key legal issues, such as on exclusivity, territorial restrictions, royalty calculations, contractual period, renewal options and quality control, etc.</p> <p>Panel Chair:</p> <ul style="list-style-type: none"> ● Ms Anita Leung Consultant, David Lo & Partners <p>Speakers:</p> <ul style="list-style-type: none"> ● Ms Charmaine Koo Partner, Deacons ● Mr Joseph Chow Partner, Wellington Legal ● Mr Rentaro Muto Partner, Fred Kan & Co.

Conference Programme 會議議程

第一天 - 二零一八年一月八日 (星期一)
香港會議展覽中心會議室 N200 系列

開幕演講

09:30 09:45 會議室 N201	歡迎辭 <ul style="list-style-type: none"> ● 周啟良先生 香港貿易發展局署理總裁 開幕辭 <ul style="list-style-type: none"> ● 容偉雄太平紳士 中華人民共和國香港特別行政區商務及經濟發展局常任秘書長 (工商及旅遊) ● 李健鋼先生 中華人民共和國文化部港澳台辦公室副主任
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主論壇

09:45 11:00 會議室 N201	主論壇 (一) 「實景娛樂」授權 創品牌新體驗 國際知名品牌紛紛開拓「實景娛樂」業務，除了建設和營運主題樂園外，不少品牌更將業務擴展至一站式線上線下的玩樂勝地，包括購物、餐飲和娛樂等服務，希望為消費者帶來創新獨特的體驗，從而加強客戶連繫和開拓新市場。在主論壇 (一)，知名品牌將分享他們的「實景娛樂」授權策略和成功經驗。 主持： <ul style="list-style-type: none"> ● Charles Riotta 先生 國際授權業協會 (LIMA) 主席 講者： <ul style="list-style-type: none"> ● Roz Nowicki 女士 Peanuts Worldwide LLC 執行副總裁 ● 姚泰華先生 維亞康姆國際媒體網絡亞太區娛樂業務副總裁 ● Eric Lee 先生 透納廣播系統亞太公司實景娛樂總監
11:00 11:15	茶歇
11:15 12:30 會議室 N201	主論壇 (二) 利用授權 打造世界級企業品牌 環球企業品牌務求突圍而出，都將授權業務定為業務發展的核心策略。授權不但可提升企業品牌的知名度、擴大品牌的顧客群，以及加強企業客戶的忠誠度，更可讓企業透過成功的品牌授權策略，進軍其他行業及市場，擴大商機。在主論壇 (二)，知名企業及授權業專家將分享如何利用「品牌授權」推動品牌發展，並提升企業的市場競爭力。 主持： <ul style="list-style-type: none"> ● Charles Riotta 先生 國際授權業協會 (LIMA) 主席 講者： <ul style="list-style-type: none"> ● Ciarán Coyle 先生 伊萊克斯環球副總裁及環球品牌授權主管 ● Jay Asher 先生 Brandgenuity 合夥人 ● Greg Winters 先生 美國軍軍授權項目經理

12:45 14:15 三樓大會堂 前廳	交流會
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分組會議

14:30 16:00 會議室 N201	分組會議 (一) 授權業數碼轉型 隨著移動裝置和流動通訊普及化、新媒體和隨選娛樂等日漸盛行，社交媒體、電子遊戲和數碼娛樂已成為我們在溝通、工作和購物等日常生活中不可或缺的部份。因此，各品牌都將「遊戲化」和「數碼化」定為重要授權市場策略，用以擴大目標顧客群，增加客戶的品牌消費，以及深化品牌與客戶的連繫。 在分組會議 (一)，數碼及遊戲品牌將分享他們在數碼世代的授權策略和成功經驗。 主持： <ul style="list-style-type: none"> ● Steven Ekstract 先生 License! Global 雜誌集團出版人 講者： <ul style="list-style-type: none"> ● Philippe Bost 先生 動視暴雪國際消費產品副總裁 ● Aurelien Palasse 先生 育碧授權及出版部門主管 ● Jerry Chu 先生 微軟授權部總監
14:30 16:00 會議室 N206-8	分組會議 (二) 授權契機聚焦日本 日本擁有亞洲最大及全球第三大的授權市場，早於 60 年前開始發展授權業務，發展比其他地區為早。在這段期間，日本市場變得更成熟，並以獨特的方式推動授權商及授權經營商的業務。 時至今日，日本知識產權的數量豐富，當中不但包括以兒童為對象的動畫、遊戲、玩具、服裝、教育和圖書，還包括以成人為對象的產品。同時，日本企業使用了不同營商及市場營銷策略，成功推廣它們的消費品及服務、數碼產品和實景娛樂。 日本授權業務的蓬勃有賴不同因素，其中包括深受全球歡迎的長青角色人物、大量的原創漫畫作品和先進的媒體基礎設施。 在分組會議 (二)，講者會分享他們對於日本授權業優勢和機制的見解，並討論亞洲授權市場的發展和契機。 主持： <ul style="list-style-type: none"> ● 谷口香織女士 國際授權業協會 (LIMA) 日本區總經理 講者： <ul style="list-style-type: none"> ● Takahiro Noda 先生 Asatsu-DK Inc. 內容部門總監 ● Junko Mokuno 女士 円谷製作有限公司企業市場營銷主管 ● Daisuke Tebayashi 先生 倍樂生學前教育環球分區及品德教育環球部門經理 ● Ben Kato 先生 Ingram Co., Ltd. 總裁

第二天 - 二零一八年一月九日 (星期二)
香港會議展覽中心會議室 N200 系列

中國主題會議

10:30
|
12:30

會議室
N201

中國生活文化改變創新機遇

中國內地智能手機和移動互聯網發展迅速，網購和電子支付增長快速，社交平台結聚大量粉絲群，手遊市場更是世界之冠，這都大大影響了內地消費模式，還對國家的零售市場、推廣營銷，以至授權行業都帶來巨大的衝擊和機遇。

在中國主題會議上，業內專家將會集中討論中國內地的遊戲、數碼娛樂和動漫等帶來的授權新機遇。

主持：

- 黃玉芬女士
國際授權業協會 (LIMA) 中國區董事總經理

講者：

- 高雷先生
京東商城京紀園機構負責人
- 任濤先生
愛奇藝 IP 增值業務事業部副總裁
- 黃傳亮先生
閱文集團授權總監
- 尚琳琳女士
華強方特 (深圳) 動漫有限公司總經理

授權工作坊

14:00
|
15:30

會議室
N201

授權工作坊 (一) 授權業務發展多面睇

工作坊 (一) 將介紹授權業的基本概念及營運模式。透過工作坊，品牌持有人可更瞭解如何能成為授權商，開發拓展授權業務。至於被授權商、製造商、零售商、貿易商等，則可掌握如何尋找合適的品牌和合作夥伴，利用授權提升產品服務和擴展市場。

主持：

- Steven Ekstract 先生
License! Global 雜誌集團出版人

講者：

- 招麗盈女士
利標品牌管理 (亞洲) 有限公司中國區高級副總裁
- Claire Gilchrist 女士
孩之寶亞太區消費品副主席
- Alexis Bautista 先生
Kokonuzz Media Group 行政總裁
- 楊昆先生
世紀創意科技有限公司行政總裁

15:45
|
17:15

會議室
N201

授權工作坊 (二) 知識產權及法律維護

法律專家將介紹授權營運中所涉及的法律問題，包括定立有效的授權協議、雙方的權限以及終止協議時要注意的事項、註冊登記品牌的知識產權須知，以及區域的保障 (香港、中國及國際市場) 等等。歡迎各授權商、獲授權商及授權代理積極參與工作坊 (二)，深入研究重要法律議題，如獨家授權、地域限制、版稅計算、合約期限、授權延續及質量控制等。

主持：

- 梁丙焯律師
羅國貴律師事務所顧問

講者：

- 顧嘉敏律師
的近律師行合夥人
- 周紹榮律師
趙國賢律師事務所合夥人
- 武藤鍊太郎律師
簡家聰律師行合夥人

Speakers

演講嘉賓

Licensing
Digital
Entertainment
Brands
Fashion
Licensing
Lifestyle
Character
New Media
Entertainment
Lifestyle

Licensing
Digital
Entertainment
Brands
Fashion
Licensing
Lifestyle
Character
New Media
Entertainment
Lifestyle

®

©



Mr Benjamin Chau
周啟良

Acting Executive Director
Hong Kong Trade Development Council
香港貿易發展局署理總裁

Benjamin Chau Kai-Leung is a Deputy Executive Director of the Hong Kong Trade Development Council (HKTDC), the statutory organisation responsible for promoting Hong Kong's external trade.

Mr Chau was a banker before joining the HKTDC in 1984. In a career spanning more than 25 years, he has been involved in a great variety of trade promotion activities, specialising in China trade promotion. He worked in the HKTDC's Beijing and Shanghai branch offices from 1986 to 1988, and has organised numerous Hong Kong pavilions and exhibitions on the Chinese mainland.

Mr Chau has led the HKTDC's Exhibitions and Exhibition Services divisions since 1997, building the HKTDC's fair portfolio to more than 30 annual exhibitions. Under his leadership, it forms 10 largest marketplaces of their kind in Asia, with four being the largest marketplaces in the world.

In 2004, Mr Chau was also appointed to head the HKTDC's Trade Publications Department, which publishes more than 20 print and online product magazines and industry supplements a year. In 2006, the E-Commerce Department was added to his portfolio, to better integrate the HKTDC's exhibitions, publications and online marketplace.

From 2007 to 2009, Mr Chau oversaw both the Product Promotion and Service Promotion Divisions, spearheading the HKTDC's manufacturing and service industries' promotions on the mainland and overseas. The extensive programme includes more than 200 projects a year designed to enhance Hong Kong's role as Asia's leading sourcing centre and to help Hong Kong companies tap into business opportunities around the world. During this period, Mr Chau also oversaw the HKTDC's Design Gallery. With three retail outlets in Hong Kong and numerous branches on the Chinese mainland, Design Gallery promotes Hong Kong designers and creative excellence in product design.

Mr Chau assumed the office of Deputy Executive Director on 4 January 2010. He has been elected as a member of the UFI Board of Directors since November 2011.

周啟良先生於 2010 年 1 月 4 日起出任香港貿易發展局副總裁，專責貿發局的展覽、刊物及電子商貿等事務。

周先生於 1984 年加入香港貿易發展局前，曾於銀行界工作。在貿發局服務期間，周先生曾參與不同類別的貿易拓展活動，尤其專注中國內地市場的貿易推廣工作。在 1986 至 1988 年間，周先生先後被派駐貿發局駐北京和上海辦事處，負責推動內地與香港商貿往來，當中包括在內地舉辦香港產品展覽會，以及在多個內地主要的貿易展覽會籌辦香港館等。

1997 至 2007 年中，周先生出任貿發局展覽事務部和展覽服務部主管。在其領導下，貿發局的展覽會數目與規模不斷壯大。現時貿發局每年於香港舉辦的國際貿易展覽會達 30 多項，其中組成了 10 個亞洲同類型規模最大的採購平台，四項的規模更是全球之冠。

2004 年，周先生亦主理貿易刊物出版的工作，監督貿發局每年出版的 20 多類產品雜誌及行業專刊。2006 年，周先生兼主理貿發局的電子商貿工作，憑著他在展覽及刊物出版的豐富經驗，將《貿發網》打造成一個集商貿資訊、網上採購及網上展覽會於一身的多功能網上商貿平台。

2007 至 2009 年，周先生主管製造及服務業拓展工作，負責制定推廣策略，並策劃貿發局於中國內地及海外舉行的商貿推廣活動，每年超過 200 項，藉此加強香港作為亞洲採購中心及服務平台的角色，並協助港商掌握全球商機。此外，周先生當時並掌管貿發局的設計廊，透過在香港的三個零售點和內地多家分店，推廣香港優質創新的產品。

周先生於 2011 年 11 月獲國際展覽業協會委任為董事會成員。



Mr Yung Wai-hung, Philip, JP
容偉雄太平紳士

Permanent Secretary for Commerce and Economic Development
(Commerce, Industry and Tourism), Hong Kong Special
Administration Region of the People's Republic of China
中華人民共和國香港特別行政區商務及經濟發展局常任秘書長（工商及旅遊）

Mr Yung joined the civil service in 1983. He has served in various bureaux and departments including the Housing Department, the former General Duties Branch, the former Constitutional Affairs Branch, the former City and New Territories Administration (later renamed as the Home Affairs Department), the former Chief Secretary's Office, the former Chief Executive (Designate)'s Office, the Chief Secretary for Administration's Office, the Financial Secretary's Office and the Trade and Industry Department. He was Deputy Secretary for Commerce, Industry and Technology (Commerce and Industry) from July 2004 to August 2006, Deputy Secretary for Environment, Transport and Works (Transport) (later retitled as Deputy Secretary for Transport and Housing (Transport)) from August 2006 to January 2010, and Commissioner for Tourism in February 2010.

On 27 December 2014, Mr Yung was appointed the Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism), responsible for the development of policies relating to Hong Kong's external commercial relations and commercial relations with the Mainland, tourism, investment promotion, intellectual property protection, industry support, trade facilitation, competition policy, consumer protection, wine-related business, postal services and meteorological services.

容先生於一九八三年加入政府工作，曾在多個決策局及部門服務，包括房屋署、前常務科、前憲制事務科、前政務總署、前布政司辦公室、前候任行政官辦公室、政務司司長辦公室、財政司司長辦公室及工業貿易署。他於二零零四年七月至二零零六年八月出任工商及科技局副秘書長（工商），二零零六年八月至二零一零年一月出任環境運輸及工務局副秘書長（運輸）（後改稱運輸及房屋局副秘書長（運輸）），並於二零一零年二月出任旅遊事務專員。

二零一四年十二月二十七日，容先生出任商務及經濟發展局常任秘書長（工商及旅遊），負責就香港的對外以及與內地的商貿關係、旅遊、促進投資、保護知識產權、支援工業、便利商貿、競爭政策、保障消費者權益、與葡萄酒有關業務的發展、郵政服務和氣象服務的事宜，制訂各項政策。

Mr Li Jiangan
李健鋼

Deputy Director General
Department of Hong Kong, Macao and Taiwan Affairs,
Ministry of Culture of the People's Republic of China
中華人民共和國文化部港澳台辦公室副主任

Graduated from Beijing Foreign Language Institute (Beijing Foreign Studies University) with B.A.s of French language and literature as well as international cultural exchange, and acquired MPA Master's Degrees from China National School of Administration and Peking University. He served as a director in the Department of Hong Kong, Macao and Taiwan Affairs, Ministry of Culture of the People's Republic of China from 2002 to 2006, and worked in Chinese Embassy in Senegal, Chinese mission to UNESCO and the Consulate-General of The People's Republic of China in Sydney.

Since 2015, he acted as the Deputy Director-General of the Department of Hong Kong, Macao and Taiwan Affairs, Ministry of Culture of the People's Republic of China.

北京外國語學院法語系、國際文化交流專業畢業，獲第二學士學位；國家行政學院、北京大學 MPA 畢業，獲碩士學位。2002 年 -2006 年任文化部港澳台辦公室處長；曾派駐塞內加爾使館、常駐聯合國教科文組織代表團和中國駐悉尼總領館工作。

2015 年任文化部港澳台辦公室副主任。



Mr Charles Riotto

President
International Licensing Industry Merchandisers' Association (LIMA)
國際授權業協會 (LIMA) 主席

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Charles M. Riotto 先生是國際授權業協會 (LIMA) 主席和行政總裁，該協會是為授權專業人士而設的國際貿易組織，在全球擁有超過 1,200 間成員公司。LIMA 獲國際認可為授權行業的權威。

自 1997 年起，Riotto 先生負責協會的日常運作，包括監督 LIMA 在全球的所有項目、以行業代言人身份跟傳媒接觸，以及管理 LIMA 與授權及相關行業的國際貿易展覽主辦商的關係。他亦負責與董事會成員溝通，當中包括一些世界知名的大企業、娛樂工作室和運動機構。

在 Riotto 先生的領導之下，LIMA 的足跡已遍佈全球，國際會員的增長率更多於 90%。他在倫敦、慕尼黑、東京、香港、墨爾本及墨西哥城設立 LIMA 辦公室，並在另外五個國家成立了辦事處。

透過 LIMA 或策略性聯盟，Riotto 為業界發展訂立了廣泛的項目，如教育會議、研討會、線上研討會、社交活動和研究計劃。北美、南美、歐洲和亞洲的項目現正全面進行，為業界帶來史無前例的增長。在 2016 年，授權商品的全球銷售收益估計高達美金 2,629 億，年度全球增長率達 4.4%。

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Plenary Session (I) Creating Brand Excitements with Location-based Entertainment Licensing

主論壇(一) - 「實景娛樂」授權 創品牌新體驗

Speakers 演講嘉賓



Ms Roz Nowicki

Executive Vice President, Peanuts Worldwide LLC
Peanuts Worldwide LLC 執行副總裁



Rosalind "Roz" Nowicki is a visionary executive known for driving integrated consumer programs that achieve both high visibility and strong metrics. Throughout her over 25-year career in the licensing industry, Roz has demonstrated outstanding marketing instincts, an innovative spirit, strong leadership and a profound commitment to organizational growth. In her current role as Executive Vice President of Peanuts Worldwide she oversees all elements of the global Peanuts business, leading a team in New York and leading licensing agencies around the globe. Roz is charged with strategically growing the global marketing, licensing and content areas; ensuring steady growth for this nearly 70 year old classic brand. In her last role as Executive Vice President, Global Sales & Retail at Twentieth Century Fox Consumer Products, Nowicki was responsible for overseeing licensing sales and retail programs on a global scale for Fox's diverse film and television portfolio. Prior to Fox, Roz served as Executive Vice President, Global Marketing & Licensing at 4Kids Entertainment, Inc. During her 12+ years at the company, she was responsible for introducing the Yu-Gi-Oh! brand to all markets outside of Asia and successfully grew the franchise to over \$4 billion at retail. Roz's additional career achievements include oversight of highly successful consumer products programs for Universal Studios, The Walt Disney Company and Guess. Roz began her career in retail product development and merchandising and received her BA in Political Science from San Diego State University.

Rosalind "Roz" Nowicki 是一名具有遠見的行政人員，擅長推動客戶項目以獲取高曝光率和達到重要指標。Roz 擁有超過 25 年於授權行業工作的經驗，靠著敏銳的市場觸覺、創新精神及傑出的領導能力，致力推動組織的成長。她現正擔任 Peanuts 的執行副總裁，帶領著位於紐約的團隊和全球的授權代理商。Roz 負責全球市場營銷、授權和內容方面的發展策略，並確保這個已有 70 年歷史的經典品牌能持續發展。Nowicki 曾擔任二十世紀福斯消費品的全球銷售和零售部門的執行副總裁，並負責管理福斯多元化的電影及電視的全球性授權銷售和零售項目。在加入福斯前，Roz 曾擔任 4Kids 娛樂公司全球市場銷售和授權的執行副總裁。她在該公司工作超過 12 年，並成功將《遊戲王》品牌打入亞洲以外的市場，為公司帶來超過 40 億美元的零售額。除此之外，Roz 的事業成就更包括為環球影城、華特迪士尼及 Guess 監督消費品項目，獲得空前成功。Roz 從零售產品開發和推銷方面開始自己的事業，並從聖地牙哥州立大學獲得政治學學位。

Plenary Session (I) Creating Brand Excitements with Location-based Entertainment Licensing

主論壇(一) - 「實景娛樂」授權 創品牌新體驗

Speakers 演講嘉賓



Mr Jack Yew
姚泰華

Vice President, Location Based Experiences Asia
Viacom International Media Networks
維亞康姆國際媒體網絡亞太區娛樂業務副總裁



As Vice President of Location Based Experiences Asia, Viacom International Media Networks (VIMN), Jack Yew oversees the expansion of location-based leisure entertainment across the VIMN brands of Nickelodeon, Nick Jr., and MTV in the Asia region. He is a 12-year veteran of the company who manages the sales, development, marketing, merchandising, and strategic planning of the location-based leisure function, as well as international licensing partnerships.

Jack holds a Masters in Business Administration from the University of Nottingham.

作為維亞康姆國際媒體集團 (VIMN) 亞太區娛樂業務副總裁，姚先生負責監督 VIMN 品牌在亞洲地區的實景娛樂發展，當中包括尼可 (Nickelodeon)、Nick Jr. 和 MTV。他在公司擁有 12 年的豐富經驗，負責實景娛樂的管理銷售、業務發展、市場營銷、推銷、策略規劃，以及國際授權合夥事務。

姚先生持有諾丁漢大學商業管理的碩士學位。

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主論壇(一) - 「實景娛樂」授權 創品牌新體驗

Speakers 演講嘉賓



Mr Eric Lee

Director of Location Based Entertainment, Turner Asia Pacific
透納廣播系統亞太公司實景娛樂總監

TURNER

Eric Lee is Turner's director location-based entertainment (LBE) for the Asia-Pacific region.

He is charged with developing consumer-facing experiences such as waterparks, theme parks, branded retail and entertainment spaces. These environments utilize Cartoon Network's global kids' IP such as The Powerpuff Girls, Ben 10, We Bare Bears and Adventure Time, as well as Turner's other youth-focused brands including Tuzki.

The appointment comes at a period of growth for both the industry and Turner's extensive portfolio of IP.

There are a number of LBE projects already in the pipeline, including Family Entertainment Centers and Retail-Dining-Entertainment experiences. And existing attractions are Cartoon Network Amazone, a waterpark in Thailand which opened in 2014, and a series of Tuzki- and Cartoon Network-branded retail stores, restaurant and cafés around the region.

Mr Lee joined Turner from Rovio Entertainment in Europe, where he held the position of Director for Global LBE. There, he worked with large-scale licensing deals and led innovative projects such as the first ever Angry Birds 4D film and Angry Birds VR experience.

He has also held roles at Jack Rouse Associates and JBJ Associates, and has worked on projects such as Ferrari World in Abu Dhabi, SABIC Hall of Life in Saudi Arabia, Sochi Theme Park in Russia, and Angry Birds parks in the UK, Russia and Qatar.

Eric Lee 先生是透納廣播系統亞太公司的實景娛樂總監。

他在發展消費者體驗方面，如水上樂園、主題公園、品牌零售和娛樂空間，均有豐富經驗。這些平台均充分利用卡通頻道的國際兒童品牌如飛天小女警 (The Powerpuff Girls)、Ben 10、熊熊遇見你 (We Bare Bears) 和探險時光 (Adventure Time)，另外還有透納以青少年為目標的其他品牌如兔斯基 (Tuzki)。

實景娛樂業界的發展和透納品牌的增長促使李先生的委任。

透納不同的實景娛樂項目正在規劃中，包括家庭娛樂中心和零售—餐飲—娛樂體驗。除此之外，現有的樂園設施還包括於 2014 年在泰國開幕的水上樂園—Cartoon Network Amazone，以及一系列設置於亞太區內的兔斯基 (Tuzki) 和卡通頻道品牌零售店、餐廳和咖啡店。

在加入透納前，李先生曾於歐洲擔任 Rovio 娛樂全球實景娛樂總監。他在該公司不但負責處理大規模的授權協議，還推動創新項目，如首次的憤怒鳥 4D 電影和憤怒鳥虛擬實境體驗。

他亦曾在 Jack Rouse Associates 和 JBJ Associates 擔任不同職位，並參與在不同地方舉行的項目，如阿布達比的法拉利世界、沙特阿拉伯的 SABIC Hall of Life、俄羅斯的索契主題公園以及英國、俄羅斯及卡塔爾的憤怒鳥主題公園。

Plenary Session (II) - Building World-Class Corporate Brands through Licensing

主論壇(二) - 利用授權 打造世界級企業品牌

Panel Chair 主持



Mr Charles Riotto

President
International Licensing Industry Merchandisers' Association (LIMA)
國際授權業協會 (LIMA) 主席



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Plenary Session (II) - Building World-Class Corporate Brands through Licensing

主論壇(二) - 利用授權 打造世界級企業品牌

Speakers 演講嘉賓



Mr Ciarán Coyle

Global Vice President & Head of Global Brand Licensing, Electrolux
伊萊克斯環球副總裁及環球品牌授權主管



Ciarán is based in Electrolux's North American Headquarters in Charlotte, North Carolina and oversees the company's extensive global licensing business, across multiple brands in over 75 countries.

The Electrolux brand portfolio ranks 20th among the world's top licensors with a retail value of circa USD 3.25 billion. Besides the Electrolux mark, the Group's portfolio includes more than 70 brands, including AEG, Frigidaire, Kelvinator, Arthur Martin, Philco and Zanussi.

Prior to joining Electrolux, Ciarán was President, Europe & Asia Pacific at Omnicom-owned Beanstalk, a leading global Brand Licensing Agency and consultancy. At Beanstalk, Ciarán was responsible for the oversight and development of the agency's business in Europe and Asia Pacific, representing numerous global brands and celebrities including Harley-Davidson, Jack Daniel's, Stanley Black & Decker, Procter & Gamble, Paris Hilton, Ford, Jaguar, Land Rover and Volvo.

Ciarán currently serves as Chairman of the Board of LIMA (Licensing Industry Merchandisers' Association) and also chairs the International Strategy Committee. He is a past member of the Advisory Board of Cambridge University's Judge Business School and a past Chairman of Cambridge Alumni in Management (global network with members in 65 countries). He is also a current member of the UK Institute of Directors and a founding advisory board member of both Licensing.biz and Total Brand Licensing.

Ciarán is a qualified teacher and earned a BA honours degree in Linguistic Science, a Master's degree in Applied Linguistics, and an MBA from Cambridge University.

Ciarán 常駐伊萊克斯位於美國北卡羅萊納州夏洛特的總部，負責監督公司廣泛的環球授權業務，包括來自超過 75 個國家的品牌。

在全球的頂尖授權商當中，伊萊克斯的品牌位列二十，零售價值約 32.5 億美元。除了伊萊克斯的標誌性品牌外，集團還擁有 70 多個品牌，如 AEG、Frigidaire、Kelvinator、Arthur Martin、Philco 和 Zanussi。

Ciarán 加入伊萊克斯之前是宏盟集團 (Omnicom) 旗下 Beanstalk 的歐洲及亞太區總裁。Beanstalk 是一間領導全球的品牌授權代理商及顧問公司，Ciarán 負責監督和發展公司在歐洲和亞太區的業務，代表多個環球品牌和知名人士，包括哈雷 (Harley-Davidson)、Jack Daniel's、百得 (Stanley Black & Decker)、寶潔 (Procter & Gamble)、芭麗絲·希爾頓 (Paris Hilton)、福特汽車 (Ford)、Jaguar、Land Rover 和 Volvo。

Ciarán 現時是國際授權業協會 (LIMA) 的董事會主席和國際策略委員會主席。他過往曾擔任劍橋大學賈吉商學院的顧問董事會成員和劍橋管理學校校友會 (會員遍及 65 個國家的環球網絡) 的主席。他亦是英國董事學會 (Institute of Directors) 的現任成員和 Licensing.biz 與 Total Brand Licensing 的創辦顧問董事會成員。

Ciarán 是一位合資格的教師，並取得語言學榮譽文學士、應用語言學碩士及劍橋大學工商管理碩士學位。

Plenary Session (II) - Building World-Class Corporate Brands through Licensing

主論壇(二) - 利用授權 打造世界級企業品牌

Speakers 演講嘉賓



Mr Jay Asher

Partner
Brandgenuity
Brandgenuity 合夥人



Jay Asher is a founding partner of Brandgenuity, a global brand licensing agency with offices in New York, London, Munich and Hong Kong. Brandgenuity develops, executes and manages strategic licensing programs through a full suite of services for owners of famous corporate trademarks and entertainment properties. A multiple LIMA award-winner, Brandgenuity is ranked among the Top 15 Global Licensing Agencies of 2017 by License Global Magazine.

Jay has spent over 25 years of his career in licensing and has represented some of the world's most famous entertainment and corporate brands including Harley-Davidson, ARM & HAMMER, Staples, Viacom (MTV, Comedy Central), Hawaiian Tropic, Playtex, MGM Studios, BMW, Ford and many more. He has also launched brands into location-based entertainment categories as well as into services.

Jay is an alumnus of Boston University. He currently sits on the LIMA board of trustees.

Jay Asher 是 Brandgenuity 的合夥創辦人。Brandgenuity 是一家環球品牌授權代理商，於紐約、倫敦、慕尼黑和香港均設有辦公室。Brandgenuity 為著名企業商標和娛樂產業的持有人提供發展、執行和管理策略授權項目的全面服務，曾獲得多個 LIMA 獎項，並被 License Global Magazine 列入 2017 年環球授權代理商第十五位。

Jay 在授權行業已有超過 25 年經驗，並曾代表多個世界知名的娛樂和企業品牌，包括哈雷電單車 (Harley-Davidson)、ARM & HAMMER、史泰博 (Staples)、維亞康姆 (Viacom) 旗下的 MTV 和 Comedy Central、Hawaiian Tropic、Playtex、MGM Studios、寶馬汽車 (BMW)、福特汽車 (Ford) 等。此外，他亦曾在「實景娛樂」項目中創建品牌，並投入服務。

Jay 是波士頓大學 (Boston University) 的校友。他亦是 LIMA 受託人委員會的現任成員。

Plenary Session (II) - Building World-Class Corporate Brands through Licensing

主論壇(二) - 利用授權 打造世界級企業品牌

Speakers 演講嘉賓



Mr Greg Winters

Manager, Licensing Programs
Boy Scouts of America
美國童軍授權項目經理



As Manager, Licensing Programs, Greg Winters leads all trademark licensing initiatives for the Boy Scouts of America, one of the United States of America's largest non-profit youth organizations. In this role, Mr. Winters is directly responsible for the organization's trademark licensed product program retail brand strategy in working with over 130 licensees for a broad portfolio of products ranging from apparel, accessories, food and beverage, crafts and hobby, gift and novelties, publishing, sporting goods, and toys.

Additionally, he oversees a team of licensing professionals to create licensed product opportunities to reconnect with more than 50 million Scouting alumni at retail and helps to serve more than 280 local councils nationally.

Scouting is a year-round program in the United States uniquely designed to meet the needs of young people and their families. The program offers fun and challenging activities that promote character development and physical fitness.

Since joining the Boy Scouts of America in 2007, the trademark licensing program has grown from \$6 million dollars in retail licensed product sales annually at the end of 2006 to more than \$75 million dollars in retail licensed product sales annually at the end of 2016 under his leadership.

Previously, Mr. Winters held various product licensing roles working with manufacturers producing licensed product(s) for major brands in the sporting, corporate, and entertainment industries.

作為授權項目經理，Greg Winters 負責領導美國童軍的所有商標授權項目。該會為美國其中一個最大型的非牟利青年組織。Winters 先生直接與超過 130 個授權經營商接洽，負責商標授權商品項目零售品牌策略，商品包括服裝、飾品、餐飲、工藝及興趣、禮品及紀念品、出版、體育用品和玩具。

此外，他還負責監督由授權專業人士組成的團隊，創造授權商品的商機，與超過 5,000 萬名童軍會員建立零售聯繫，並協助服務國內超過 280 個地方委員會。

在美國，童軍是特別為青少年及家長而設的計劃，提供有趣和具挑戰性的活動，促進性格發展和體能鍛煉。

Winters 先生在 2007 年加入美國童軍，直至 2016 年底，商標授權項目的零售授權商品銷售額已在其領導下由每年的 600 萬美元，上升至每年超過 7,500 萬美元。

在這之前，Winters 先生曾擔任不同商品授權的職位，與廠商合作為體育、企業和娛樂事業的大型品牌生產授權商品。

Breakout Session (I) - Digital Transformation of Licensing

分組會議(一) - 授權業數碼轉型

Panel Chair 主持



Mr Steven Ekstract

Group Publisher
License! Global Magazine
License! Global 雜誌集團出版人



Steven Ekstract is a founder and the Group Publisher of License! Global magazine, the leading business publication for the Global licensing business.

In addition to License! Global magazine, Ekstract is also the publisher of The License! Show Dailies for Licensing Expo; License! Show Dailies for Brand Licensing Europe; The daily License! Global enews; License! Global's Weekly European Update and Executive Producer of LicenseTV. Beyond his oversight of magazines, supplements, website and online information products, Ekstract speaks extensively on Licensing at conferences around the world. Ekstract is also the publisher and a contributor to "Licensing for Dummies" an industry trade paperback published by John Wiley & Sons.

Ekstract is a seasoned publishing executive, having held senior management positions with Premiere magazine and The Hollywood Reporter before founding License! Global in 1997.

Ekstract is a recipient of The UJA Federation's Licensing Industry leadership award and Advanstar Communications Chairman's Award. He is a graduate of the United Nations International School in New York; The American University in Washington, D.C. and has a post-graduate degree from The Media Management Center at Northwestern University. He is Alumni Ambassador for the United Nations International School.

Steven Ekstract 是頂尖的全球授權業知名商業刊物《License! Global》雜誌的創辦人暨集團出版人。

除了《License! Global》雜誌外，Ekstract 先生亦是授權業博覽會 (Licensing Expo) 和歐洲品牌授權展覽會 (Brand Licensing Europe) 的《The License! Show Dailies》、《License! Global enews》及《License! Global Weekly European Update》的發行人，兼 LicenseTV 的執行製作人。除了監管雜誌、副刊、網站及在線資訊產品外，Ekstract 先生還經常在世界各地的會議就有關授權業的講題發表演說，更與約翰威立 (John Wiley & Sons.) 合作出版《Licensing for Dummies》一書擔任出版人兼撰稿人，介紹授權業的行業狀況。

Ekstract 先生是經驗豐富的出版總經理。他在 1997 年創立《License! Global》前，曾先後在《Premiere》雜誌和《好萊塢報導》(The Hollywood Reporter) 擔任高級管理層。

Ekstract 先生是 UJA 聯盟授權業領導人大獎 (The UJA Federation's Licensing Industry leadership award) 及 Advanstar 傳訊主席大獎 (Advanstar Communications Chairman's Award) 的得獎者。他畢業於紐約聯合國國際學校和美國大學 (華盛頓)，亦從西北大學的媒體管理中心取得碩士學位，是聯合國國際學校的校友大使。

Breakout Session (I) - Digital Transformation of Licensing

分組會議(一) - 授權業數碼轉型

Speakers 演講嘉賓



ACTIVISION® BLIZZARD®

Mr Philippe Bost

Vice President, International Consumer Products
Activision Blizzard
動視暴雪國際消費產品副總裁

Philippe Bost is the Vice President, International Consumer Products for Activision Blizzard, the world's largest interactive entertainment and video game company.

With over twenty years of consumer products experience, Philippe has worked in nearly every part of the industry. He has deep expertise in licensing, product development, manufacturing, category management, brand management, marketing, and retail execution in both hardlines and softlines products.

Prior to Activision Blizzard, he served as Mattel's Regional Senior Director for South America Consumer Products and as Managing Director for Disney Consumer Products for Spain and Portugal.

Philippe Bost 是全球最大的互動娛樂及電子遊戲公司—動視暴雪的國際消費產品副總裁。

Philippe 在消費產品方面已有超過二十年的經驗，亦曾幾乎擔任本行業中的所有工作崗位。他在授權、產品發展、生產、類別管理、品牌管理、市場營銷和零售方面有著深厚的專業知識。

在加入動視暴雪之前，他曾擔任美泰兒 (Mattel) 南美消費品的高級地區經理和迪士尼西班牙和葡萄牙的消費產品董事總經理。

Breakout Session (I) - Digital Transformation of Licensing

分組會議(一) - 授權業數碼轉型

Speakers 演講嘉賓



UBISOFT

Mr Aurelien Palasse

Head of Licensing & Publishing
Ubisoft
育碧授權及出版部門主管

Aurelien Palasse is leading the overall mobile publishing and consumer product activities for Ubisoft for the Greater China territories. He's managing the business, marketing and live operations of Ubisoft's mobile games in China.

Ubisoft Mobile is releasing a dozen games a year, including titles based on the group's biggest franchises such as Rayman, Trials, Assassin's Creed, new creations such as Hungry Shark, or major Entertainment IP such as DreamWork's Trolls. Palasse's department includes a production team in charge of "culturalizing" these games to ensure that they are adapted to the China market's specificities and to the local publishing partners' needs.

Aurelien Palasse's division is also collaborating locally with top development studios to create original games and content made from the ground up for Chinese players, based on Ubisoft most popular I.P. such as Might & Magic and Assassin's Creed.

On the consumer product side, he is responsible for expanding the distribution of the UbiCollectibles line-up of products in China, and for bringing in new licensing deals for textile, toys, books and other products based on Ubisoft's main I.P.

Palasse has accumulated over 15 years of entrepreneurial experience in the game industry since starting a video game store franchise in France back in the 2000s. Before joining Ubisoft, he launched Inno-Wear in Zurich, Switzerland, the first European video game merchandising company to provide licensing services for industry leaders such as Microsoft, Nintendo, Activision Blizzard, EA Bioware, Capcom, and Square Enix.

Aurelien Palasse 先生在育碧帶領大中華地區手機遊戲發行和消費產品的活動，同時管理育碧手機遊戲在中國的業務、市場推廣和營運。

育碧每年推出超過 10 款遊戲，當中包括以集團擁有最大專營權的出版物為藍本的雷射超人、Trials、刺客教條；以及新遊戲如飢餓的鯊魚；或主要的娛樂品牌如夢工廠的魔髮精靈。Palasse 先生部門的製作團隊還負責將遊戲轉化，以迎合內地市場特色和當地發行商夥伴的需要。

Aurelien Palasse 先生的部門亦與當地頂尖的工作室合作，以育碧最受歡迎的品牌如魔法門和刺客教條為基礎，為中國玩家開發原創遊戲和內容。

而在消費產品方面，他負責擴大育碧收藏系列產品在中國的分銷，並為育碧主要的品牌在紡織品、玩具、書本及其他產品上帶來新的授權協議。

自 2000 年在法國成立電玩遊戲特許專營店開始，Palasse 先生在電玩行業中已累積超過 15 年的經驗。在加入育碧之前，他曾在瑞士蘇黎世成立 Inno-Wear 公司。該公司是第一間為不同行業龍頭如微軟、任天堂、動視暴雪、EA Bioware、卡普空和史克威爾艾尼克斯提供授權服務的歐洲電玩商業公司。

Breakout Session (I) - Digital Transformation of Licensing

分組會議(一) - 授權業數碼轉型

Speakers 演講嘉賓

Mr Jerry Chu

Licensing Director, Microsoft
微軟授權部總監

Jerry Chu, Licensing Director for consumer products at Microsoft, is charged with global brand licensing for Gears of War® XBOX ® video games, eSports sponsorships, and development of go-to-market plans for consumer/retail initiatives across both digital and physical platforms.

Jerry Chu 先生是微軟消費產品的授權總監，負責管理環球品牌的授權項目，包括戰爭機器® XBOX® 電子遊戲、電子競技贊助及針對消費者和零售商的市場進入策略，橫跨電子及實體平台。



Breakout Session (II) - The Rising Diverse Business Opportunities of Licensing in Japan

分組會議(二) - 授權契機聚焦日本

Panel Chair 主持



Ms Kaori Taniguchi 谷口香織

General Manager
LIMA Japan
International Licensing Industry Merchandisers' Association
國際授權業協會 (LIMA) 日本區總經理



With 21 years hands-on experience in the licensing industry, Kaori Taniguchi possesses a wide-ranging knowledge across all facets of the business including licensor and licensee management, merchandising, marketing, production, and other aspects of IP rights.

Her industry career started in 1997 at Tomen Fashion Express, a licensing agency and planning subsidiary of Tomen Corporation, one of the largest trading companies in Japan. Her responsibilities included management, strategy, and development of in-house and third-party brands; licensing sales, negotiation and contract drafting; product concept development, IP research, and client/licensee management.

Since 2012, Kaori has headed up the LIMA Japan office as General Manager and serves on its local Board of Directors. At LIMA Japan, besides maintaining a strong network of Japanese licensors, licensing agents and licensees, Kaori offers expertise in developing licensing education programs. She plans or participates in about 30 licensing business seminars and workshops in Japan every year.

谷口香織小姐在授權行業有21年實戰經驗，並在該行業的不同方面都有豐富知識，包括管理授權商及授權經營商、商品貿易、市場營銷、產品生產和其他方面的知識產權。

她的職業生涯於1997年在豐通快速時裝有限公司開始，該公司是豐通企業（日本其中一間最大的貿易公司）的授權代理商和子公司。她的職責包括公司及第三方品牌的管理、策略和發展；授權銷售、協商和草擬合同；產品概念發展、知識產權研究和客戶/授權經營商管理。

自2012年起，香織小姐獲委任為國際授權業協會(LIMA)日本的總經理，並成為當地董事會的其中一員。除了鞏固日本授權商、授權代理商及授權經營商的網絡，她更運用自身的專業知識為日本LIMA開發教育方案。另外，她每年亦會在日本籌劃或參與約30個授權研討會和工作坊。

Breakout Session (II) - The Rising Diverse Business Opportunities of Licensing in Japan

分組會議(二) - 授權契機聚焦日本

Speakers 演講嘉賓



Mr Takahiro Noda

Content Division Director
Asatsu-DK Inc.
Asatsu-DK Inc. 內容部門總監

Mr Takahiro Noda is the division director of content division of Asatsu-DK Inc. (ADK), the third largest Advertising Agency in Japan. ADK has been recognized as one of the most important companies which pioneered the Japanese Anime Industry since the 1960's and is still currently involved in many of the major works now.

Mr Noda joined ADK as a sales member and has been in charge of many global clients as an account director whereby he provided professional services such as product development support, brand development and marketing communication strategies to clients.

Building on his experience in global advertisement, Mr Noda joined the content business sector in 2016. In his current capacity, he is leading marketing activities of each intellectual property (IP) from Japan to the world. He is also the director in the following ADK group companies in contents business industry: d-rights (rights management company), EIKEN (Studio) and IMMG (rights sales company). As part of the ADK group, Mr Noda is contributing to the value enhancement of Japanese anime contents.

Takahiro Noda先生是Asatsu-DK Inc. (ADK)的內容部門總監，該公司為日本第三大的廣告代理。自六十年代開始，ADK已成為日本動漫行業其中一間重要的龍頭企業，現時正參與多項大型計劃。

Takahiro Noda先生銷售員身份加入ADK。成為客戶總監後，他負責全球不同的客戶，並為他們提供專業服務如產品開發支援、品牌發展和市場營銷策略。

Takahiro Noda先生在全球廣告界擁有豐富經驗，並在2016年加入內容產業界別。在現階段，他帶領不同知識產權品牌的市場營銷活動從日本走向全球。此外，他亦是以下ADK集團公司的內容產業主管：d-rights (產權管理公司)，EIKEN (工作室)和IMMG (產權銷售公司)。作為ADK集團的一份子，野田先生致力提升日本動漫內容的市場價值。

Breakout Session (II) - The Rising Diverse Business Opportunities of Licensing in Japan

分組會議(二) - 授權契機聚焦日本

Speakers 演講嘉賓



Ms Junko Mokuno

Corporate Officer, Corporate Marketing,
Tsuburaya Productions Co., Ltd
円谷製作有限公司企業市場營銷主管

Ms Junko Mokuno is Corporate Officer of Tsuburaya Productions Co., Ltd., overseeing the company's marketing and brand management.

Ms Mokuno has 15 years-over experiences in the area of marketing and new business development in the entertainment industry. Some achievements that she took the leadership role include launching mobile services and e-commerce at Pokemon Company and managing CRM initiatives and marketing at Walt Disney Japan. Prior to these roles, she worked as a management consultant at strategic management consulting firm, where she provided strong knowledge and expertise to develop business strategy for IT/high tech companies.

Ms Mokuno holds MBA from University of Washington, Michael G. Foster School of Business, as well as bachelor of science from Tokyo Institute of Technology.

Junko Mokuno小姐是円谷製作有限公司的企業市場營銷主管，負責監督公司的市場營銷和品牌管理。

Junko Mokuno小姐在娛樂行業的市場營銷和新業務發展方面有超過15年經驗。她曾領導團隊策劃不同項目，包括在精靈寶可夢公司推出手機服務和在日本華特迪士尼負責客戶關係管理和市場營銷。在加入這些公司之前，她曾在一間策略管理公司擔任管理顧問，以豐富的專業知識為資訊科技/高科技公司提供商業策略。

Junko Mokuno小姐持有華盛頓大學商學院 (Michael G. Foster School of Business) 的工商管理學碩士學位和東京工業大學的理學士學位。

Breakout Session (II) - The Rising Diverse Business Opportunities of Licensing in Japan

分組會議 (二) - 授權契機聚焦日本

Speakers 演講嘉賓



Mr Daisuke Tebayashi

Manager
Preschool Education - Global Division Character Development -
Global Department, Benesse Corporation
倍樂生學前教育環球分區及品德教育環球部門經理



Daisuke Tebayashi joined Benesse Corporation, one of Japan's leading educational companies, in 1993.

Tebayashi's responsibilities cover the marketing of commercial educational services.

After working on junior-high school student programs, since 2000 Tebayashi has been involved in launching concert and theme park-related businesses for Kodomo Challenge, Benesse's flagship home educational subscription service for preschoolers, and its main character Shimajiro. Today, he plays a primary role in developing and activating new products and services including preschool English-language education and direct marketing programs.

Currently, Tebayashi is responsible for increasing Benesse Corporation's business through the integration of its core preschool home education service, which has over 2 million subscribers worldwide, with TV programming, film, digital services and licensing initiatives. Starting in Japan, the Shimajiro TV series is now available in China, Korea, Taiwan and Indonesia through linear broadcasts and video streaming services.

Benesse Corporation continues to proactively develop new business in global markets including trial broadcasts of Shimajiro on terrestrial TV in Turkey, and creating educational apps with award-winning Ireland-based apps developer Story Toys.

Daisuke Tebayashi 在1993年加入日本其中一間主要的教育公司—倍樂生。

Tebayashi的職責包括商業教育服務的市場推廣。

在負責針對初中生的項目後，Tebayashi自2000年開始負責為倍樂生主打的學前兒童家居學習教材服務Kodomo Challenge及其主角巧虎開辦演唱會和主題公園的相關業務。現在，他主要負責發展新產品及服務，包括學前英語教育和直銷項目。

Tebayashi現時負責擴展倍樂生的業務，把公司在全球擁有超過二百萬用家的核心學前家居教育服務，與電視節目、電影、數碼服務和授權計劃整合在一起。巧虎系列的電視節目最初於日本推出，現在可以通過線性廣播和串流視訊服務，於中國、韓國和印尼收看。

倍樂生繼續積極發展在環球市場的新業務，包括在土耳其電視試播巧虎節目，並與愛爾蘭的得獎應用程式發展商Story Toys打造教育應用程式。

Breakout Session (II) - The Rising Diverse Business Opportunities of Licensing in Japan

分組會議 (二) - 授權契機聚焦日本

Speakers 演講嘉賓



Mr Ben Kato

President
Ingram Co., Ltd.
Ingram Co., Ltd. 總裁



Born in 1956.

1981 Graduated from Waseda Univ.
Joined to Kyoiku sha Ltd.

1985 Joined to the editorial office of Science Magazine "Newton"

1989 Left the office
Established Etna Shuppan, Published Guinness Book 1989

1991 Left Etna Shuppan

1992 Established Sogen sha Ltd.

1993 To present Entity conversion from Sogen sha Ltd. to Ingram Co., Ltd.

Public Appointments

Board member of LIMA Japan (Expired on March, 2017)

Board member of International NGO, AAR Japan (Association for Aid and Relief, Japan)

Representative director of NPO, PEACE PROJECT

Representative of ISKA (International Sport Kickboxing Association) JAPAN (Expired on May, 2017)

生於1956年。

1981 畢業於早稻田大學
加入Kyoiku sha Ltd.

1985 加入科學雜誌"Newton"的編輯部

1989 離開編輯部
成立Etna Shuppan (Etna出版社)，並出版健力士世界紀錄大全1989

1991 離開Etna Shuppan (Etna出版社)

1992 成立Sogen sha Ltd. (創元社)

1993 將Sogen sha Ltd. (創元社)轉為Ingram Co., Ltd.

公職委任

國際授權業協會 (LIMA) 日本的董事會成員 (任期於2017年3月結束)

國際非政府組織日本AAR (日本援助與救助協會) 的董事會成員

非牟利機構PEACE PROJECT (和平計劃) 的代表董事

ISKA (International Sport Kickboxing Association) 日本代表 (任期於2017年5月結束)



Ms Tani Wong
黃玉芬

Managing Director, LIMA China
International Licensing Industry Merchandisers' Association (LIMA)
國際授權業協會 (LIMA) 中國區董事總經理



Tani is a veteran in the licensing business with in-depth knowledge about licensors, licensees and various aspects of licensing. To recognize her dedication and service to the licensing industry, she was awarded the "20 Most Outstanding Licensing Practitioners" at The China Beijing International Cultural & Creative Industry Expo in 2013 and 2014. She heads up LIMA China offices in Hong Kong and Guangzhou since 2009. In addition, she is running a licensing consulting company.

She joined Warner Bros. in 2002. She managed all aspects of licensing business including merchandise, publishing, promotions and events for Asia and successfully led the licensing team to maximize the revenue potential via participation in blockbuster movies, and to strengthen evergreen properties through implementation of new business initiatives. She also focused her time on coaching licensing agents and ensuring that best practices were shared within the region to have a win-win business situation.

Prior to that, Tani worked at Consumer Products of The Walt Disney Company where she concreted her experience and expertise in the capacity of marketing and category sales. The working years in Disney Consumer Products had cultivated her enthusiasm of licensing in later years.

黃玉芬女士作為授權業界的一位資深人士，她在授權的各個方面都擁有豐富的經驗。鑒於她在授權業的出色表現和突出貢獻，在2013年、2014年連續兩年在中國北京國際文化創意產業博覽會上被授予“中國授權20人”稱號。從2009年起至今，她擔任LIMA中國區負責人，主管LIMA在香港和廣州的辦事處。此外，她還運營一家專門從事授權諮詢的公司。

她于2002年加入華納兄弟公司，主要負責華納兄弟公司在亞太區的授權業務，包括商品、出版、市場推廣活動等。她成功地帶領授權團隊，大限度地發掘並提高賣座大片的潛力收入以及通過實施新的業務措施提升長青品牌的業務增長。她還專注於授權培訓，力求分享授權業務的最佳做法，努力為授權商和被授權商營造一個雙贏的局面。

在此之前，黃玉芬女士任職于華特迪士尼公司消費產品部。在那裡，她積累了在市場推廣和營銷方面的授權的專業知識和豐富經驗。同時，也培養了她以後對授權行業的熱愛。



Mr Galen Gao
高雷

Jing Ji Circle Agency Leader
JD.com
京東商城京紀圈機構負責人



Mr Galen Gao was born in 1980. Since 2002, he worked at SONY Music Entertainment China. He then joined JD.com in 2010, and has more than 10 years of practical experiences in managing the entertainment industry. He was initially responsible for the business of JD Music, which is still the largest distribution and sales channel of physical records in China now. Mr. Gao was relocated to JD Financial Group and in charge of entertainment crowd funding business. It is also currently a pinoneer in the crowd funding industry. He is leading the IP integration business of JD Entertainment now, and is developing and planning JD Jingjiquan.

高先生於1980年出生，於2002年就職於索尼音樂娛樂中國。後於2010年加盟京東，有長達十餘年的娛樂行業管理實踐經驗。其在京東商城起初負責京東音樂的業務，直至現今仍為中國最大的實體唱片發行及銷售渠道。後調任京東金融集團負責娛樂眾籌業務，目前也是眾籌行業市場的絕對領跑者。如今負責京東娛樂的IP整合業務，正在建設及籌劃京東京紀圈。



Mr Jared Ren
任濤

Licensing Vice President
iQIYI
愛奇藝 IP 增值業務事業部副總裁



Jared joined iQIYI in 2016 as VP of Corporate Strategy Planning BU. Now in his new role as Vice President of IP Value-added Service BU, he oversees diversified licensing business spanning product licensing, digital licensing and offline entertainment business.

Jared started his sales management role in 2009. He was the National Sales GM of Sohu Video and Deputy GM of Ku6 (East Asia), before when he also managed key accounts as Microsoft, Intel, and Pepsi in McCANN and Euro RSCG.

Jared has over 10 years' experience integrated marketing, branding consultancy and digital marketing.

任濤先生 2016 年加入愛奇藝，先後任職戰略規劃部副總裁、IP 增值業務事業部副總裁，主要負責商品授權、數字授權及實體娛樂等多元化授權業務。

自 2009 年開始從事視頻媒體銷售管理工作，曾任搜狐視頻全國銷售總經理、酷 6 網華東銷售副總經理。此前曾就職于麥肯、靈智等 4A 廣告集團，服務過微軟、英特爾、百事可樂等國際品牌。

擁有超過 10 年的整合營銷、品牌顧問及新媒體營銷經驗。



Mr Aaron Huang
黃傳亮

Licensing Director
China Literature Limited
閱文集團授權總監



In 2012, Aaron joined Shengda Cloudary and was responsible for publishing and comic adaptation licensing business of online literature. After the merger of Shengda Cloudary and Tencent Literature in 2015, He continued to be responsible for the same business at the Copyright Marketing Center. From the beginning of 2015, he led the team to develop online literature overseas authorization business. At present, South Korea, Thailand, Vietnam and Japan in Asia have formed a large scale and produced stable returns. Outside Asia, the team has authorized original novels for digital and paper-based book publishing in UK, US, France, Russia, Turkey, Spain and other countries. In 2017, under his planning, China Literature participated in the London Book Fair and ATF for the first time, which made the online literature content and business mode of China Literature more and more influential overseas.

黃傳亮先生於 2012 年加入盛大文學，負責網絡文學出版授權和漫畫改編授權。2015 年盛大文學與騰訊文學合併成立閱文集團後，在版權營銷中心繼續負責網絡文學版權授權業務。2015 年開始，帶領團隊開拓閱文集團網絡文學海外授權業務，目前在亞洲地區的韓國、泰國、越南、日本已形成規模產生收益。亞洲地區之外，還授權了英語、法語、俄羅斯語、土耳其語、西班牙語等語種。2017 年帶領團隊策劃組織閱文集團首次參加倫敦書展和 ATF，使得閱文集團的網絡文學內容和商業模式在海外影響力越來越大。

China Thematic Session - The Changing Lifestyle of China

中國主題會議 - 中國生活文化改變創新機遇

Speakers 演講嘉賓



Ms Daisy Shang
尚琳琳

General Manager
Fantawild Animation Inc.
華強方特（深圳）動漫有限公司總經理



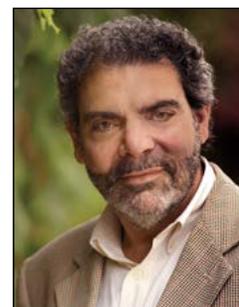
Under Daisy's leadership, over 30 animation programs and 4 feature films, including the Boonie Bears franchise, have been produced, achieving great success. Fantawild's Cartoons are not only broadcast on more than 200 TV channels in China, but also distributed to more than 100 countries including America and Italy, aired on Nickelodeon, Disney, Sony, Netflix, and other internationally renowned networks, forming a global distribution network. As the chief producer of the Boonie Bears TV series and films, Daisy has successfully built Boonie Bears into the No.1 animation brand in China. It now holds the No.1 rating position nationwide, sets a record for the highest ratings on CCTV Children's Channel, and ranks as the top animation on Chinese video platforms. From 2014 to 2017, the four theatrical films of Boonie Bears series have grossed 1.4 billion RMB (over 200 million USD) in China, shattering many records of the industry. These films have been released in many countries and regions such as Turkey, Russia, South Korea, Latin America, and South Africa and received excellent ratings. Meanwhile, Daisy has established Fantawild's licensees system, which brings great value to its licensees. Now, over 3,000 SKUs of consumer products are created by more than 200 licensees, covering over 20 categories and grossed over 320 Million USD in annual sales.

尚琳琳負責華強方特動漫公司的全面管理，成功出品了包括《熊出沒》在內的三十多部動畫作品和四部動畫電影，不僅將動畫片發行到全國200多家電視臺，更成功打入美國、意大利等100多個國家和地區，進入迪斯尼、尼克、索尼等國際主流媒體，構建動漫國內國際發行平臺。作為《熊出沒》電視動畫和電影的總製片人，成功塑造“熊出沒”知名動漫品牌，占居國內收視龍頭，創中國中央電視臺少兒頻道創台以來最高收視紀錄，長居中國動漫網絡排名第一，保持中國最具影響力的國產動畫第一品牌。2014至2017年連續四年，帶領四部“熊出沒”系列動畫電影在中國國內院線累計收穫14億超高票房，刷新多項行業紀錄；在土耳其、俄羅斯、韓國以及拉美、南非等國家和地區影院上映，創下上佳票房成績。同時，她還引領建立了方特動漫授權體系，為被授權商提供全方位的高增值服務，目前，已有超過200家被授權商，生產了三千多種授權產品，覆蓋二十多個品類，在市場上廣受歡迎，年均銷售額超過20億人民幣。

Licensing Workshop (I) - Licensing Essentials: Encompassing Business Development

授權工作坊（一）- 授權業務發展多面睇

Panel Chair 主持



Mr Steven Ekstract

Group Publisher
License! Global Magazine
License! Global 雜誌集團出版人



Steven Ekstract is a founder and the Group Publisher of License! Global magazine, the leading business publication for the Global licensing business.

In addition to License! Global magazine, Ekstract is also the publisher of The License! Show Dailies for Licensing Expo; License! Show Dailies for Brand Licensing Europe; The daily License! Global enews; License! Global's Weekly European Update and Executive Producer of LicenseTV. Beyond his oversight of magazines, supplements, website and online information products, Ekstract speaks extensively on Licensing at conferences around the world. Ekstract is also the publisher and a contributor to "Licensing for Dummies" an industry trade paperback published by John Wiley & Sons.

Ekstract is a seasoned publishing executive, having held senior management positions with Premiere magazine and The Hollywood Reporter before founding License! Global in 1997.

Ekstract is a recipient of The UJA Federation's Licensing Industry leadership award and Advanstar Communications Chairman's Award. He is a graduate of the United Nations International School in New York; The American University in Washington, D.C. and has a post-graduate degree from The Media Management Center at Northwestern University. He is Alumni Ambassador for the United Nations International School.

Steven Ekstract 是頂尖的全球授權業知名商業刊物《License! Global》雜誌的創辦人暨集團出版人。

除了《License! Global》雜誌外，Ekstract 先生亦是授權業博覽會 (Licensing Expo) 和歐洲品牌授權展覽會 (Brand Licensing Europe) 的《The License! Show Dailies》、《License! Global enews》及《License! Global Weekly European Update》的發行人，兼 LicenseTV 的執行製作人。除了監管雜誌、副刊、網站及在線資訊產品外，Ekstract 先生還經常在世界各地的會議就有關授權業的講題發表演說，更與約翰威立 (John Wiley & Sons.) 合作出版《Licensing for Dummies》一書擔任出版人兼撰稿人，介紹授權業的行業狀況。

Ekstract 先生是經驗豐富的出版總經理。他在 1997 年創立《License! Global》前，曾先後在《Premiere》雜誌和《好萊塢報導》(The Hollywood Reporter) 擔任高級管理層。

Ekstract 先生是 UJA 聯盟授權業領導人大獎 (The UJA Federation's Licensing Industry leadership award) 及 Advanstar 傳訊主席大獎 (Advanstar Communications Chairman's Award) 的得獎者。他畢業於紐約聯合國國際學校和美國大學 (華盛頓)，亦從西北大學的媒體管理中心取得碩士學位，是聯合國國際學校的校友大使。

Licensing Workshop (I) - Licensing Essentials: Encompassing Business Development

授權工作坊(一) - 授權業務發展多面睇

Speakers 演講嘉賓



Ms Elaine Chiu
招麗盈

Senior Vice President – China
Global Brands Group Asia Limited (CAA-GBG)
利標品牌管理(亞洲)有限公司
中國區高級副總裁

Elaine Chiu has over 13 years of brand licensing experience. Currently, she is the Senior Vice President of CAA-GBG China, a global licensing agency for international well-known brands including Playboy, Coca Cola, Crocs, Line Friends, Peanuts, Miffy etc. Over the past decade, she was responsible for implementing licensing strategies and operations for International licensing brands, providing integrated supports and problem-resolution services to licensing partners in China to ensure that the values and attributes inherent in the licensing brands are maintained as well as maximize opportunities in China

Prior to that, she worked for Promotional Partner Worldwide (PPW) and International Management Group (IMG), the leading licensing agencies for numerous international licensing brands in Greater China, including Discovery Channel, Peppa Pig, The Smurfs, Pepsi, Cosmopolitan, Sesame Street, Arnold Palmer etc., she deeply believes in the extended values created by licensing programs regardless of internationally renowned brands or young and upcoming brands.

招麗盈在授權行業擁有十三年品牌授權和拓展、市場推廣和體育賽事贊助的服務經驗。她現為利標品牌管理有限公司中國區高級副總裁，為國際知名品牌 - 花花公子Playboy、可口可樂Coca Cola、卡駱馳Crocs、Line Friends、花生漫畫 Peanuts和米菲Miffy等提供授權代理服務。她致力於授權品牌落實在中國區的商業運作，為授權品牌尋找高素質的合作夥伴，並為合作夥伴建立零售分銷渠道、協助授權品牌和合作夥伴有效地實現商業計劃而竭盡全力。

此前，她先後於香港山成集團 (PPW) 和 國際管理集團 (IMG) 任職管理層，曾管理無數國際授權項目牌，包括小豬佩奇Peppa Pig、藍精靈Smurfs、百事可樂Pepsi、時尚雜誌Cosmopolitan、芝麻街Sesame Street、花雨傘 Arnold Palmer等。無論是國際知名品牌還是成長中的授權品牌，她都協力彰顯品牌授權中的權益延伸價值。

Licensing Workshop (I) - Licensing Essentials: Encompassing Business Development

授權工作坊(一) - 授權業務發展多面睇

Speakers 演講嘉賓



Ms Claire Gilchrist

Vice President,
Hasbro Consumer Products - Asia Pacific
孩之寶亞太區消費品副主席



Claire is responsible for Hasbro's Consumer Products business across Asia Pacific. Claire works with Hasbro's global and regional business leaders coordinating and overseeing growth opportunities for Hasbro's brand portfolio across the region.

Prior to Hasbro, Claire worked for Mattel in several roles most recently as Vice President of Mattel Consumer Products for Asia Pacific.

Prior to Mattel, Claire worked for The Walt Disney Company, holding roles in both Europe and North America for The Disney Stores and Disney Consumer Products.

Claire was educated in West Africa and England.

Claire currently resides in Hong Kong.

Claire負責孩之寶在亞太區的消費產品業務。她與孩之寶的環球和地區業務領袖合作協調和監督孩之寶品牌組合在該地區的發展機會。

Claire 在加入孩之寶之前曾在 Mattel 擔任不同職位，她離職前是 Mattel 亞太區消費產品副主席。

Claire 在加入 Mattel 之前曾在華特迪士尼 (The Walt Disney Company) 工作，在歐洲和北美的迪士尼商店 (The Disney Stores) 和迪士尼消費產品部 (Disney Consumer Products) 均有職務。

Claire 在西非和英格蘭接受教育。

Claire 現居於香港。

Licensing Workshop (I) - Licensing Essentials: Encompassing Business Development

授權工作坊(一) - 授權業務發展多面睇

Speakers 演講嘉賓



Mr Alexis Bautista

Chief Executive Officer
Kokonuzz Media Group
Kokonuzz Media Group 行政總裁



Serial Entrepreneur since 2007 with a solid career on Business Management and a strong focus on International Marketing and Sales. Currently combines his role as Founder & CEO of Kokonuzz Media Group (Transmedia entertainment developer and licensor building global entertainment franchises through traditional and disruptive media), with his role as Co-founder of DNA LAB International (developing high-impact consulting services for world-renowned companies and brands within the Lifestyle industry).

Bautista 自 2007 年起不斷開創企業，在工商管理方面擁有實戰經驗，著眼在國際市場推廣和銷售。現時他是 Kokonuzz Media Group 的創辦人暨行政總裁，亦是 DNA LAB International 的共同創辦人。Kokonuzz Media Group 是一間跨媒體娛樂發展公司，透過傳統和創新媒體建立環球娛樂特許經營企業；而 DNA LAB International 則為知名的生活品牌提供顧問服務。

Licensing Workshop (I) - Licensing Essentials: Encompassing Business Development

授權工作坊(一) - 授權業務發展多面睇

Speakers 演講嘉賓



Mr Herbert Yang 楊昆

Chief Executive Officer
Century Innovative Technology Limited
世紀創意科技有限公司行政總裁



Herbert has been a serial entrepreneur and corporate executive in technology/entertainment startups and global MNC. He cofounded several startups in China and Silicon Valley spanning across consumer mobile social network, animation film, and fashion big data. Before that he was CFO of China Mobile's 12580, CFO of Zhang Yimou's Impression Arts and VP of Finance for GE Capital Boston. Herbert holds a bachelor degree from National University of Singapore and master degree from the Graduate School of Business of Stanford University.

楊昆先生是一名科技娛樂初創公司及跨國企業的創業家和企業行政人員。他在中國和矽谷共同創辦了不同的初創公司，當中包括消費者手機社交網絡、動畫電影和時裝大數據。在成為中國移動 12580 的財務總監前，楊先生曾擔任張藝謀導演旗下 Impression Arts 的財務總監和波士頓 GE Capital 的財務副總裁。他持有新加坡國立大學的學士學位和斯坦福大學商學院的碩士學位。

Licensing Workshop (II) - IP and Legal Fundamentals for Licensing

授權工作坊 (二) - 知識產權及法律維護

Panel Chair 主持



Ms Anita Leung
梁丙焄

Consultant
David Lo & Partners
羅國貴律師事務所顧問律師



Anita has been a legal practitioner for more than 25 years, advising both local and multinational companies on the full spectrum of both contentious and non-contentious intellectual property and information technology work, including mergers, acquisition and commercialization of IP assets, internal IP audits, pre-IPO due diligence, joint ventures, research collaboration, licensing, franchising and distribution. She provides clients with strategic brand integrity programs involving regional and cross-border enforcement of IP rights at all levels, litigating on copyright, trademark, design and patent disputes. Anita also assists clients on data privacy and cybersecurity issues, both locally and regionally, and the development and execution of diverse legal initiatives to manage the legal risks faced by companies in the Greater China and Asia Pacific region. Prior to joining David Lo and Partners as a consultant, Anita was a partner with two top international law firms in Hong Kong, Jones Day and Baker & McKenzie.

Anita sits on the BIP Asia Forum Steering Committee of the Hong Kong Trade Development Council and is the past President of Licensing Executives Society China (Hong Kong Sub-Chapter) from 2013 to 2016. She is also a member of the Working Committee of the Intellectual Property Rights Protection Alliance, the Intellectual Property Committee of the Hong Kong Law Society and a Council Member of the Federation of Woman Lawyers.

梁律師有超過25年的執業經驗，為本地和跨國公司在知識產權和信息技術各方面提供法律意見；包括但不限於知識產權資產的合併、收購和商業化、內部審計、公開招股前的盡職調查、合資、合作科研、許可授權、特許經營和分銷等。她為客戶在涉及各區域和跨境執法程序上提供戰略性的品牌保護舉措，並對版權、商標、外觀設計、專利等糾紛提出訴訟。梁律師亦協助客戶在本地和區域上處理數據隱私和網絡安全等問題，包括為客戶制定和執行各種不同的法律措施，以管理企業在大中華及亞太區內所面對的法律風險。在加盟羅國貴律師事務所之前，梁律師是兩間國際法律事務所（眾達國際法律事務所和貝克麥堅時律師事務所）的合夥人。

梁律師是香港貿易發展局亞洲知識產權商論壇策劃委員會成員，亦於2013年至2016年擔任中國許可貿易工作者協會香港分會的主席。她除了是保護知識產權大聯盟工作委員會及香港律師會知識產權委員會的委員外，亦是香港女律師會理事。

Licensing Workshop (II) - IP and Legal Fundamentals for Licensing

授權工作坊 (二) - 知識產權及法律維護

Speakers 演講嘉賓



Ms Charmaine Koo
顧嘉敏

Partner
Deacons
的近律師行合夥人



Charmaine Koo is co-head of Deacons Intellectual Property Department and Head of the firm's commercial IP, IP litigation and enforcement, and entertainment and media practice groups in Hong Kong. Charmaine advises on all aspects of commercial IP, including the structure and documentation of complex commercial transactions, licensing, franchising, distribution, cobranding as well as IT, technology, media, entertainment and advertising agreements. She also has extensive experience advising on copyright, data protection and personal data privacy.

Charmaine represents many of the world's leading brands, advertising agencies, entertainment businesses, ISPs and content providers in relation to a wide range of innovative IP or internet issues. Her significant licensing matters include advising a leading educational toy manufacturer on trademark and product design licensing, co-branding and distribution agreements; an international apparel and accessories brand-management and retail-distribution network on license and distribution agreements for Southeast Asia with a well-known French footwear and apparel group; a media services and post-production company on a license for surround sound technology throughout Asia; a lingerie manufacturer on a joint venture and license agreement with an Oscar-winning Hollywood actress; and one of the world's most influential developers and providers of digital entertainment content on licensing IPRs in games' software. She has won many awards and been recognised as a leading IP practitioner by many global industry publications and directories.

Charmaine Koo 是香港的近律師行的知識產權部門聯席主管兼商業知識產權、訴訟及執行部門及娛樂與媒體訴訟小組主管。Charmaine 為任何領域的商業知識產權提供顧問建議，包括繁複商業交易的架構和文件、授權經營、特許經營、批發、品牌合作，以及資訊科技、科技、媒體、娛樂及廣告協議。在提供版權、資訊保護及個人資料私隱方面，她亦有豐富經驗。Charmaine 擔任大量全球領先品牌、廣告代理、娛樂事業公司、互聯網服務供應商及內容提供商的代表，處理範疇廣泛的創新知識產權或互聯網事務。

她曾處理多個重大的授權經營工作項目，包括為下列事項提供顧問建議：頂尖教育玩具生產商的商標及產品設計授權經營、品牌合作及批發協議；國際服飾及飾物品牌的管理及零售批發授權網絡和與著名法國鞋類及服飾集團在東南亞合作的批發協議；媒體服務及後期製作公司在全亞洲提供環迴聲響科技的牌照；女裝內衣生產商與曾獲奧斯卡獎項的荷里活女星的合資經營及批發協議；及世界上最具影響力之一的開發商與數碼娛樂提供商有關遊戲軟件的知識產權授權經營。Charmaine 曾贏得無數獎項，並獲眾多全球業界刊物及指南認為數一數二的知識產權從業員。



Mr Joseph Chow
周紹榮

Partner
Wellington Legal
趙國賢律師事務所合夥人



Joseph Chow was admitted in Hong Kong as a solicitor in October 1999. He is a partner and one of the co-founders of Wellington Legal, a medium sized law firm in Hong Kong.

Joseph has a wealth of experience in general commercial transactions, securities laws, regulatory matters, and protection of intellectual property rights. He is particularly experienced in advising corporations and start-ups in developing comprehensive and cost effective intellectual property rights protection strategies.

Joseph is a regular speaker on intellectual property laws in conferences and is the honorary legal advisor to the Hong Kong Brand Development Council.

Joseph graduated with a law degree (LL.B) from City University of Hong Kong in 1996 and completed his PCLL in University of Hong Kong in 1997.

Apart from his legal practice, Joseph is also an active member in the licensing industry. He has his own design teams in Japan and Taiwan to create original characters and comics and he is also the exclusive agent in HK and Mainland China for a few characters from Japan and Korea.

Joseph is fluent in English, Cantonese and Putonghua, and conversational in Japanese.

周紹榮先生於1999年10月取得香港律師資格。他是趙國賢律師事務所的合夥人和創辦人之一，該事務所是香港一家中型法律事務所。

周紹榮先生在一般商業交易、證券法、監管事宜以及保護知識產權方面有豐富經驗，並熟悉為企業和初創公司提供全面和具成本效益的知識產權保護。

周紹榮先生經常為知識產權法律的會議擔任演講嘉賓，亦是香港品牌發展局的名譽法律顧問。

周先生在1996年畢業於香港城市大學並取得法律學位，其後在1997年於香港大學取得法律專業證書(PCLL)。

除法律之外，周紹榮先生還活躍於授權行業。他在日本和台灣均有自己的創作團隊，設計原創角色和漫畫。他亦擔當數個日本和韓國角色在香港和中國的獨家代理。

周紹榮先生懂得英語、廣東話和普通話，日語亦達到會話水平。



Mr Rentaro Muto
武藤鍊太郎

Partner
Fred Kan & Co.
簡家驄律師行合夥人



Mr Rentaro Muto is one of the head of the firm's Japanese practice. He is responsible for advising Japanese clients in Japan, Hong Kong and Mainland China on Hong Kong laws. He is an all round player and has advised Japanese clients across various area of legal matters including banking, finance, conveyancing, logistics, probate, international trade, insurance, intellectual property, real property and construction, criminal, tenancy, personal injuries, employment, commercial, investment and cross-border dispute resolution.

Muto is a frequent speaker in talks and seminars relating to the area of Japanese doing business in Hong Kong and Mainland. He gave talks at Tokyo and Osaka of Hong Kong Trade Development Council and he travels frequently to his firm's office in Tokyo meeting directly with clients.

武藤鍊太郎是其中一位負責該律師行日本業務的主管。他負責為來自日本、香港和中國內地的日本客戶提供香港法律方面的意見。他曾為日本客戶在不同法律事務上提供意見，包括理財、融資、產權轉讓、物流、遺囑、國際貿易、保險、知識產權、地產及建造、刑事、租賃、人身傷害、僱傭、商業、投資和跨境糾紛調解等。

武藤先生經常為日本人於香港和大陸營商有關的講座或研討會上演講。他曾為香港貿易發展局在東京和大阪演講，並經常於律師行的東京辦事處與客人會面及洽談。

**Partner and Supporting
Organisations**
合作伙伴及支持機構

Licensing
Digital
Entertainment
Brands
Fashion
Licensing
Lifestyle
Character
New Media
Entertainment
Lifestyle



Licensing
Digital
Entertainment
Brands
Fashion
Licensing
Lifestyle
Character
New Media
Entertainment
Lifestyle

Partner and Supporting Organisations

合作伙伴及支持機構

Content Partner 合作伙伴 :



Supporting Organisations 支持機構 :

Asian Licensing Association
亞洲專利授權業協會

The Hong Kong Group of the Asian Patent Attorneys Association
亞洲專利代理人協會香港分會

Association of Sino Enterprises Promotion
中外企業促進聯會

Design Council of Hong Kong
香港設計委員會

Diamond Federation of Hong Kong, China Limited
香港鑽石總會有限公司

Federation of Hong Kong Brands
香港品牌總會有限公司

Federation of Hong Kong Industries
香港工業總會

Hong Kong (SME) Economic and Trade Promotional Association Limited
香港中小企經貿促進會有限公司

Hong Kong Apparel Society Ltd
香港製衣同業協進會

Hong Kong Association of Amusement Parks and Attractions (HKAAPA)
香港遊樂園及景點協會

Hong Kong Brand Development Council
香港品牌發展局

Hong Kong Chiu Chow Chamber of Commerce
香港潮州商會

Hong Kong Design Centre
香港設計中心

Hong Kong Designers Association
香港設計師協會

Hong Kong Digital Entertainment Association
香港數碼娛樂協會

Hong Kong Economic & Trade Association
香港經貿商會

Hong Kong Furniture Association
香港家私協會

Hong Kong Greater China SME Alliance Association
香港大中華中小企業商會

Hong Kong Institute of Patent Attorneys Limited
香港專利師協會有限公司

Hong Kong Institute of Professional Photographers
香港專業攝影師公會

Hong Kong Jade Association
香港玉器商會

Hong Kong Jewellers' & Goldsmiths' Association
香港珠石玉器金銀首飾業商會

Hong Kong Jewellery & Jade Manufacturers Association
香港珠寶玉石廠商會

Hong Kong Jewelry Manufacturers' Association
香港珠寶製造業廠商會

Hong Kong Knitwear Exporters & Manufacturers Association
香港毛織出口廠商會

Hong Kong Motion Picture Industry Association Ltd.
香港影業協會

Hong Kong Promotion Association For Small and Medium Ltd.
香港中小企業發展促進會

Hong Kong Publishing Professionals Society
香港出版學會

The Hong Kong Reprographic Rights Licensing Society Limited
香港版權影印授權協會有限公司

Hong Kong Small and Medium Enterprises Association
香港中小型企業聯合會

Hong Kong SME Development Federation Ltd.
香港中小企促進聯會

Hong Kong Toys Council
香港玩具協會

Hong Kong Watch Manufacturers Association Ltd.
香港表廠商會

Hong Kong Wireless Technology Industry Association
香港無線科技商會

Hong Kong Fashion Designers Association
香港時裝設計師協會

Knitwear Innovation and Design Society Limited
毛織創新及設計協會

Licensing Executives Society China, Hong Kong Sub-Chapter
中國許可貿易工作者協會香港分會

Movie Producers and Distributors Association of Hong Kong Limited
香港電影製作發行協會

New Zealand Chamber of Commerce in Hong Kong
新西蘭商會

Hong Kong Porcelain Merchants Association Limited
香港陶瓷商會

SME Global Alliance Limited
中小企國際聯盟有限公司

The Swiss Chamber of Commerce in Hong Kong Ltd
香港瑞士商會

The Australian Chamber of Commerce in Hong Kong and Macau
香港及澳門澳洲商會

The Canadian Chamber of Commerce in Hong Kong
香港加拿大商會

The Chinese General Chamber of Commerce
香港中華總商會

The Chinese Manufacturers' Association of Hong Kong
香港中華廠商聯合會

The Federation of Hong Kong Watch Trades & Industries Ltd.
香港鐘表業總會有限公司

The Hong Kong Japanese Chamber of Commerce & Industry
香港日本人商工会議所

The Hong Kong Exporters' Association
香港出口商會

The Hong Kong General Chamber of Small and Medium Business
香港中小企業商會

The Hong Kong Hide & Leather Traders' Association Ltd.
香港皮業商會有限公司

The Hong Kong Institute of Patent Practitioners
香港專利代理人公會

The Hong Kong Netpreneurs Association
香港網商會

The International Chamber of Commerce - Hong Kong
國際商會 - 香港區會

The Italian Chamber of Commerce in Hong Kong & Macao
香港及澳門意大利商會

The Law Society of Hong Kong
香港律師會

The Small and Medium Law Firms Association of Hong Kong
香港中小型律師協會

The Swiss Chamber of Commerce in Hong Kong Limited
香港瑞士商會

The Toys Manufacturers' Association of Hong Kong
香港玩具廠商會

Conference Participants
會議參加者

Licensing
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Lifestyle

Conference Participants 會議參加者

For the full list of Asian Licensing Conference participants this year, please

- scan the QR code below, or
- visit the following link:
http://form.hktdc.com/UI_VisitorIntranet/Public/VisitorListPublic.aspx?EVENTID=573a62cd-3c3d-4627-a870-60a603a33d3b&LANGID=1

如欲查詢今年亞洲授權業會議參加者名單，請

- 掃描以下二維條碼，或
- 瀏覽此網頁：
http://form.hktdc.com/UI_VisitorIntranet/Public/VisitorListPublic.aspx?EVENTID=573a62cd-3c3d-4627-a870-60a603a33d3b&LANGID=2



**Hong Kong International
Licensing Show -
Event Highlights**
香港國際授權展 - 精彩活動

Licensing
Digital
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Lifestyle
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New Media
Entertainment
Lifestyle



Licensing
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Lifestyle
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New Media
Entertainment
Lifestyle

Hong Kong International Licensing Show - Event Highlights

香港國際授權展 - 精彩活動

Grand Hall Foyer Performance Stage 大會堂前廳表演舞台

8 January 2018 (Monday) 2018 年 1 月 8 日 (星期一)	
11:00 - 12:00	Puzzle Bear Party 髮夾熊開派對
15:30 - 17:30	Presentation by Taiwan Exhibitors 台灣參展商發表會
9 January 2018 (Tuesday) 2018 年 1 月 9 日 (星期二)	
10:00 - 12:00	Chinese mainland Pavilion Event 「中國內地館」活動日
12:30 - 13:00	Mascot Stage Play and Dance Show by Fantawild Animation Inc. 華強方特(深圳)動漫有限公司人偶舞蹈表演
15:30 - 17:30	Presentation by Taiwan Exhibitors 台灣參展商發表會

Mezzanine 4 Performance Stage 4 樓君爵廳表演舞台

8 January 2018 (Monday) 2018 年 1 月 8 日 (星期一)	
14:00 - 14:30	Introduction to CHIC-KEN personalizable CHIC-KEN 個人化圖書簡介
15:00 - 15:30	Meet the VIP Buyers VIP 買家交流會 京東商城
15:30 - 16:00	Meet the VIP Buyers VIP 買家交流會 Media Sphere Communications Ltd
9 January 2018 (Tuesday) 2018 年 1 月 9 日 (星期二)	
10:15 - 11:00	Kumamon Dance Performance Kumamon 人偶舞蹈表演
11:00 - 11:30	Meet the VIP Buyers VIP 買家交流會 ABR Holdings Ltd
11:30 - 12:00	Meet the VIP Buyers VIP 買家交流會 Jollibee Food Corporation
13:00 - 13:30	Presentation by Nearko Limited Nearko Limited 發表會
13:30 - 14:00	Dance Performance by China Animation Media Production Limited 中國動漫電影有限公司舞蹈表演
14:00 - 14:30	Meet the VIP Buyers VIP 買家交流會 北京小米移動軟件有限公司
14:30 - 15:00	Meet the VIP Buyers VIP 買家交流會 孩子王兒童用品股份有限公司
15:00 - 15:30	Meet the VIP Buyers VIP 買家交流會 上海芒果互娛科技有限公司
15:30 - 16:00	Meet the VIP Buyers VIP 買家交流會 上海羅森便利有限公司

Profiles of the VIP Buyers are available on p. 70-71
VIP 買家交流會參與公司簡介可參閱第 70-71 頁

**Hong Kong International
Licensing Show -
Meet the VIP Buyers**
香港國際授權展 - VIP 買家交流會

Licensing
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Hong Kong International Licensing Show - Meet the VIP Buyers 香港國際授權展 - VIP 買家交流會

First-ever "Meet the VIP Buyers" event is organised to create more networking and business matching opportunities. VIP buyers will share their licensing business and sourcing needs follow by a networking session.

Participating companies:

Media Sphere Communications Ltd.

Media Sphere Communications Ltd. (MSC) is a subsidiary company of Want-Want China Times Media Group, established in 1998. Over last two decades, we have been curated hundreds of international exhibitions, events and performances.

Our services include exhibitions, events and performances curation, artistic merchandising creation and corporation sponsorship management. With efforts and leading creativity, MSC has become a major curator in artistic and entertainment fields in Taiwan, the performance are always highly praised and appreciated by the consuming public.

MSC developed our museum selection and we wish to gather all the best museums/artists around the world. Create a platform for museums to communicate, cooperate, and allow more people to see the majestic of the world. MSC have extensive experience by collaborating art exhibition and projects with many different museums all around the world.

Our cooperative partners included The British Museum, National Geographic Society, Musee du Louvre,, Berlin State Museums, Amsterdam Museum, MOMA, Chi Mei Museum and National Palace Museum.

ABR Holdings Ltd

ABR Holdings Ltd, a public listed group in Singapore, manages a portfolio of F&B brands in Singapore and the region. It began as the owner and operator of Swensen's restaurants in 1979 and has grown to be a leading brand in the family casual dining sector. Its own brands include Sticky Wings, Season, Tip Top, Chilli Padi. While other F&B brands operated by ABR include Hello Kitty Orchid Garden, Earle Swensen's, Tip Top Curry Puffs, Sticky Wings, Yogen Fruz, Season, Season's Café and Chilli Padi.

Jollibee Food Corporation

Jollibee is the largest fast food chain the Philippines, operating a nationwide network of over 1000 stores. A dominant market reader in the Philippines, Jollibee enjoys the lion's share of the local markets that is more than all the other multinational brands combined. The company has also embarked on an aggressive international expansion in the USA, Vietnam, Hong Kong, Saud Arabia, Qatar and Brunei.

為拓展更多商機，大會將首次舉行“VIP買家交流會”活動。VIP買家將介紹其授權業務、合作意向，與現場人士交流。

參與公司：

京東商城

京東商城是中國最著名的電子商貿平臺之一，2014年在美国纳斯达克證券交易所上市，成為中國第一個赴美上市的大型綜合型電商平臺，2015年第一季度在中國自營式B2C電商市場的佔有率為56.3%。目前出售家電、數碼通訊、電腦、家居百貨、服裝服飾、母嬰、圖書、食品等商品。

京東是致力於發展自動化物流的電子商貿平臺，設於上海“亞洲一號”貨倉，佔地面積超過14個足球場，是全世界最先進的自動化貨倉之一。

截至2017年，京東的估值超過500億美元，與騰訊，阿里巴巴，百度合稱“BATJ”，並列中國四大科技巨企。

北京小米移動軟件有限公司

小米公司正式成立於2010年4月，是中國一家著名的智能產品科技公司。

「讓每個人都可享受科技的樂趣」為遠景的小米公司是繼蘋果，三星和華為之後第四家擁有手機芯片自主研發能力的科技公司，近年致力於推廣電子銷售，提供優質科技產品，包括智能電話，互聯網電視機上盒、互聯網智能電視，家用智能路由器和智能家庭產品等等。

截至2016年年底，小米公司旗下企業已達77家，其中紫米科技的小米移動電源、華米科技的小米手環、智米科技的小米空氣淨化器、萬魔聲學的小米活塞耳機等產品均在短時間內迅速成為電子市場的指標性產品，其中，根據《福布斯》(Forbes)雜誌的2017年的全球最佳智能手機評選，小米智能電話Mix 2榮登第二位。

孩子王兒童用品股份有限公司

孩子王全稱孩子王兒童用品股份有限公司，總部位於江蘇南京。

孩子王結合線上和線下銷售，擁有大型實體門店、線上PC端購物商城、移動端APP等全渠道購物體驗，同時擁有國家認證的專業育兒顧問，隨時提供多源母嬰童商品零售與增值服務予準媽媽及0-14歲兒童。

目前，孩子王擁有國家專業認證育兒顧問達5000名，在全國1/2省份，103個城市範圍內擁有近200家實體門店，平均店鋪面積為5000平米商品種類突破20000種，2015年起，孩子王推出新版官網和APP，得到消費者的高度關注。其中，APP擁有跨境購、閃購特賣、社區、保險、理財、親子電台、新媽媽學院、0元試用、媽媽口碑等多個板塊。經過一年時間快速發展，孩子王官方APP目前擁有數百萬活躍用戶，名列母嬰電商前三甲。

上海芒果互娛科技有限公司

上海芒果互娛科技有限公司成立於2014年，是湖南廣播電集團旗下唯一的移動互聯網遊戲及移動應用開發運營平台，也是國內電視台第一家跨界運營的遊戲公司。公司旗下節目《爸爸去哪兒》系列手游累計總下載量3.2億次。

公司的以發展電子遊戲為業務，以遊戲平台、增值衍生、電視互動為三大工具，通過自主研發、聯合開發、授權開發等多種形式全力進軍移動互聯網市場。

目前，芒果互娛已在長沙、北京、深圳、青島設立了辦事處，致力於打造具有強大用戶價值和品牌價值的影遊互動平台。

上海羅森便利有限公司

上海羅森便利有限公司，前身為上海華聯羅森有限公司，是由日本上市企業羅森株式會社同上海華聯（集團）有限公司於1996年合資設立，並與上海開設了中國大陸第一家便利連鎖店，自此羅森開啟了邁入中國的第一步。2017年2月，正式改名為上海羅森便利有限公司，現由日本羅森控股。

上海羅森致力為華東市民提供了優質，安全，讓市民放心的商品和服務，2016年羅森全體同仁再創佳績，榮獲CCFA(中國連鎖經營協會)頒發“中國便利店創新獎”，“中國便利店金牌門店獎”及“中國便利店優秀加盟店獎”三項大獎。截至2017年11月，上海羅森一共有823家分店，並會持續拓展業務，繼續為中國人民提供更加好的服務。

* Please refer to the schedule of "Event Highlights" on p.66-67 請參閱第66-67頁的“精彩活動”流程

* Event will be conducted in English or Mandarin, no simultaneous interpretation will be provided
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* Information as of 23 December 2017 資料截至2017年12月23日

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Connecting Brands and Products amid the Golden Era



The Asia licensing market is hitting its stride. While the global licensing industry has been growing steadily in recent years, the Asian sector, and especially the burgeoning China market, which is growing at a far faster pace. And now the international licensing industry has placed its focus firmly on this region.

According to New York-based LIMA Annual Global Licensing Industry Survey 2017 Report, from 2015 to 2016 Asia recorded a roaring increase of 8.82% in retail sales of licensed merchandise, nearly twice as much as the global growth of 4.44% - during the same time period.

The annual HKTDC Hong Kong International Licensing Show, held every January, is therefore an ideally positioned platform for industry players to seize the ample opportunities to optimise their business.

The show has also received tremendous support from national and regional governments: mainland China, Japan, South Korea, Malaysia, Thailand and Taiwan. Each will have their own dedicated pavilion, offering one-stop station to assist industry professionals interested in licensing opportunities in particular countries and regions.

As Asia's licensing hub, Hong Kong is at the forefront of crucial licensing related activities including IP trading and legal protection, as well as being a one-stop platform for business players who seek a range of products such as toys and accessories.

On course to promote Hong Kong as the all-inclusive regional hub where agencies, retailers and manufacturers gather to collaborate, the Hong Kong International Licensing Show will play host again to the Asian Licensing Conference (ALC), the largest licensing conference in Asia. The conference will be discussing the latest hot topics of the industry by renowned speakers from around the world. Among these topics will be location-based entertainment, corporate brand licensing and digital licensing. There will also be workshops on the basic and legal aspects of licensing, so that the ALC will provide a full educational experience.



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Hong Kong - Center of the Asian Licensing World

By Steven Ekstract

The importance of Hong Kong as a hub for the global licensing business can be seen through its centralized location and easy access to all the major markets in Asia as well as the ease of doing business with the Chinese Mainland. Hong Kong's greatest strength is as the top destination in all of Asia to establish copyright protection for brands.

An exhibitor in Hong Kong this year is Global Licensing Agency LMCA (The Fifth largest in the world based on ranking in License Global), According to LMCA's Chief Marketing Officer, Ted Curtain "Since opening our Asian Headquarters in Shanghai, our presence has continued to grow, taking advantage of extensive local manufacturing and distribution knowledge to support our global clients' strategic brand extension licensing initiatives. In 2015, we formed LMCA Oasis Lifestyle Asia (LOLA) to tap into LMCA's 30 year experience and strategic approach to licensing with OASIS expertise in lifestyle and entertainment brands. LOLA will bring to the HKILS Airwalk, Frye, Mr. Bean, Oddbods, Entertainment Art's "Need for Speed" and other exciting brands."

In addition to these top global agents, visitors to HKILS can expect to see top global kids entertainment licensor Nickelodeon.



Claire O'Connor, Vice President, Consumer Products and Retail Marketing APAC, Viacom International Media Networks remarks, "In Asia Pacific, our Nickelodeon preschool titles are growing from strength to strength. In particular, there is strong momentum for PAW Patrol, arising from the success of the pups on the channel, to retail, digital, and through to live experiences and events. Other titles such as Nella the Princess Knight, Blaze and the Monster Machines and Shimmer and Shine also continue to reach new heights and it'll be a priority to identify new opportunities to form deeper connections with our fans."

"Evergreens such as SpongeBob SquarePants and Dora the Explorer will remain in the spotlight and in 2018, other

localized content will be added to remain fresh and relevant to fans.

Lastly, with retail a core building block in the consumer products business, we are advancing in the tween retail market. This is through a collaboration with social media star JoJo Siwa, to introduce her signature fashion style to tweens in this region. Hence, we are excited to leverage the Hong Kong International Licensing Show as a platform to amplify our current hits and our next big wins to audiences in the Asia Pacific."



Warner Bros. Consumer Products (WBCP) will be making their trade presentation, which is a closed door by invitation only event, at the HKILS this year. "The HK International Licensing Show is one of the important events for the industry in Asia, attracting a lot of visitors and key industry players from different countries," said Bianca Lee, Managing Director, Asia (ex-Japan), WBCP. "We have been working closely with the HK Trade Development Council for many years to generate exposure for our priority franchises at this annual event."

"Warner Bros. Consumer Products is the licensor for a wide portfolio of famous entertainment brands, including DC Comics, classic animation franchises such as the Looney Tunes, Tom & Jerry, and the Wizarding World of J.K. Rowling."

Digital Brands creating strong consumer demand

One of the newest and fastest growth categories in licensing are digital brands. In particular, video games have a very strong fan base which creates significant demand for product extensions from toys and collectibles, to apparel and accessories. At this year's HKILS, attendees of the Asia Licensing Conference can hear more about digital brand licensing in a session featuring key licensing executives from Activision/Blizzard, Microsoft's Xbox Division and Ubisoft who will be sharing their successes.

According to Aurelien Palasse, Head of Publishing & Licensing for UBISOFT "Our major IPs which are resonating globally including in China global Rabbids & Assassin's Creed so we do work with local agents in the region to help us develop the business.

The recent success of the Rabbids TV show across the online video channels in China is pushing opportunities on Plush for example but also & mall event, amusement park or F&B cooperation.

In China specifically we do also have IP such as Heroes of Might & Magic or Hungry Shark that we are considering to collaborate with local partner on "content creation" such as web TV or web novel, extremely popular in the region. We do also develop specific gaming content on mobile for these IPs as well. Of course we do also release multiple publishing books including in China with our partner New Star and Jie li."



Chinese Animation Go Global

Despite a latecomer, Chinese animation industry has been growing steadily. Animation is not only a way to extend the presence of characters, it is also part of the characters' digital transformation. In China, characters now account for more than 60% of the retail sales of licensed merchandise, with the market show huge growth potential.



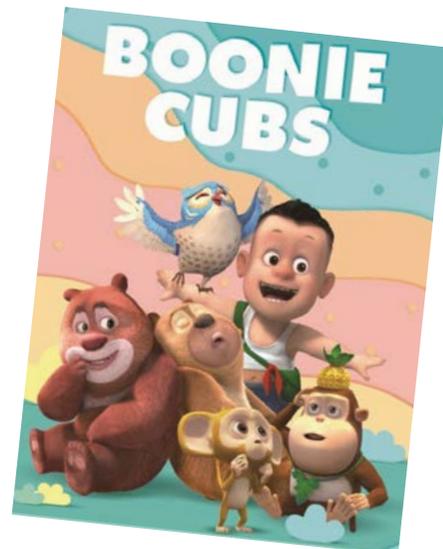
Animal characters are by no means the only popular figures among the audiences. KungFood, an original cartoon series by the Yi Animation, features food protagonists like bun and sushi, as it depicts the adventure of the savoury friends. As online films have been a prominent

trend, KungFood was piloted on the internet when it premiered online in 2014. The show achieved immense popularity, and attracted feature film deals from keen investors.

Nicholas Zhong, Business Development Manager of the company remarks that the animation IP with food protagonists stands out for its originality. Characters of European, African and Asian foods are introduced into the story to cater to the international market. The series has been broadcast on mainstream TV channels and platforms internationally.

He mentions that there is great demand for cartoon characters targeted at family audiences. "In the past, Mainland Chinese clients preferred foreign animation characters, but since recent years with the great box office and the rise of Chinese animation and comics, clients are shifting towards Chinese creativity."

Business opportunities for Chinese cartoon merchandise are fast blooming. Boonie Bears, which has been the most viewed animation series on various Mainland TV channels for an extended period. As Allen Lo, Director of International Marketing Centre of Fantawild notes "the living standard of Mainland citizens are rising and it propels the demand for 'intellectual products'. As a result, cartoon characters targeted at family audiences are widely popular, which leads to the development of licensed merchandise of the series."



Sino-Korean-HK Collaboration

As there are new licensed animation characters hitting the market every year, it can be a challenge for a character to stand out and stay ahead of the competition. To discover the star characters of tomorrow, Shanghai Suntree Cultural Creativity Co Ltd has teamed up with a Korean animation company to jointly develop the animation IP character Adoonga, who is embarking on the Mainland market with numerous achievements after gaining popularity in Korea.



The company is actively tapping into the Asian market by extending Adoonga primarily in China and elsewhere in the world. It is the first project that the company has been involved in from the initial design stage. In a bid to explore licensing opportunities in Asia-Pacific and Greater China region, the company has appointed the industry veteran Focus Licensing Ltd as the sole licensing agent in Hong Kong, Macau and Taiwan while leveraging its network and expertise to develop a wider variety of quality merchandises and licensed projects.



While jointly expanding Adoonga with Focus Licensing Ltd, both companies would also actively look into licensing its brand not only to the Mainland market, but also to the global market and continuing to introduce more foreign brands and properties to the Mainland market. They also believe that Hong Kong is a great platform as it has always been a gateway to the Mainland.

Frenzy Over Japan's Elite Brands



A diverse merchandise mix enables Japan's character properties to delight their fans all the time, also thanks to the nation's robust foundation of anime, manga, entertainment, online games and publishing industries alongside its global licensing network.

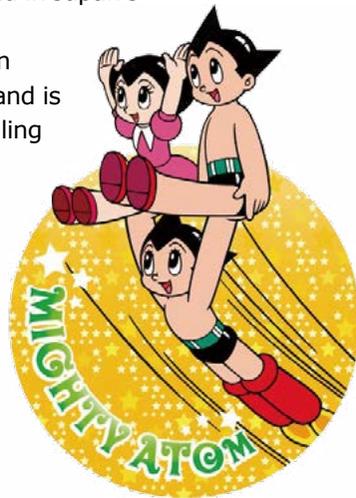
Credited with creating hot characters, Japan also prides itself on translating characters into brands which have scaled up the country's licensing market with the highest per capita value in Asia. "Japan's market likes characters, and therefore many

products originate from characters," says Junko Mokuno, Corporate Officer, Marketing & Brand Management of Tsuburaya Productions Co Ltd, which is best known for its original Ultraman TV series that has made the classic superhero Ultraman into a legendary label.

Cross-generation Asset

According to Mokuno, character properties have been predominantly used in Japan's licensing sector. "The key to success is to strengthen the brand, not just characters. For that, contents play a very important role, which create an affinity with the brand. Despite difficulties of brand-building, a strong brand is the fundamental of the business." This explains why the studio keeps rolling out new TV and show productions to sustain Ultraman's popularity.

With collectibles on offer, Astro Boy is another ever-popular Japan's character property that withstands the test of time. "Japan's famous anime and manga titles play a critical role in raising strong brand awareness in the international market," remarks Alice Tang, Managing Director, AT Licensing & Merchandising Limited. Representing Astro Boy, Black Jack, Jungle Emperor Leo and other hit titles, the company is a licensing agency of Tezuka Productions in Asia (excluding Japan and Korea).



Capturing Niche Markets

Tang adds, "Classic characters like Astro Boy have a sea of hardcore fans who grow up with the brands. As a wider range of manufacturers tap into the licensing business, more new and exciting licensed products come into the market which draw purchases from grownups. As for Astro Boy, the brand has already offered a large assortment of products. But we still look to launch niche licensed products to bring surprise to consumers. Say, Astro Boy's licensed pregnancy attires have been recently rolled out."

Tang finds that the Hong Kong International Licensing Show is a platform that facilitates business collaborations with potential licensed manufacturers-cum-distributors. "Growing in scale year-on-year, the exhibition is Asia's showcase of licensed products. Although more and more South East Asian exhibitors line up there, the expanding licensing sector is large enough to accommodate different players in the market."

A Slice of Edutainment Segment

Character properties have been a key asset in Asia's edutainment segment. China's newly installed two-child policy plus the rise of a large middle-income group in the Chinese cities as well as a high birth rate in Indonesia and growing importance of education for kids in South Korea give a boost to the region's growth of edutainment segment.

As one of Japan's educational giants, Benesse Corporation's title character Shimajiro has been making inroads into Asia's preschool education. The Shimajiro TV series is now available in China, South Korea, Taiwan and Indonesia. Edutainment materials featuring characters are attractive to kids. But now consumers want far more than that. "Coto (experience) consumption is growing. Consumers tend to spend money on things to seek value in experience," comment Daisuke Tebayashi, Manager, Preschool Education-Global Division, Character Development-Global Department of Benesse Corporation.

All in all, with a long history of animation and comic development and export, Japan's characters have strong values in licensing deals that reaffirms the country's status as Asia's largest licensing market. China and other rival nations are catching up that competition may reshape the sector in the coming years.



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Illustrative Characters Innovative Licensing



In recent years, local illustration has blossomed by riding on the momentum of social media platforms. There are emerging illustrators who rose to fame with their wryly humorous comics, and others who capitalise on the new trends of current platforms. All this has opened up new directions for cartoon character licensing.

Hong Kong female illustrator Yan Ip launched her Facebook page Plastic Thing in 2013, and garnered acclaim with her four-frame comic strips. While her illustration depicts the happenings in women's lives and presents a humorous reflection of today's Hong

Kong society, her page has accumulated over

200,000 followers in two years' time. With the growing popularity from the social media, she also gained many licensing collaboration opportunities and recently extending from local brands to international ones.

Alexis Bautista, a Hong Kong-based illustrator from Barcelona, launched the brand Kokonuzz in 2013 and has since engaged multiple licensees for licensing cooperation around the world. Kokonuzz features animal protagonists with characters such as Kino, a hard-working pig, Luppo, a lazy wolf, or Fin, an ambitious shark. Alexis Bautista is currently working on a collaboration to co-produce an animated series, Bacon Nation, which will further expand the character's global presence. Kokonuzz has expanded from illustration into different media. Besides cartoon, it is also tapping into mobile phone platforms and VR games. "We see a great potential in licensing as we continue to grow our brand and create further content for our characters" Bautista stressed.

Illustration licensing is not only limited to cartoon characters. Young Hong Kong illustrator Andrew Yeung, who studied illustration in the US, specialises in illustration without

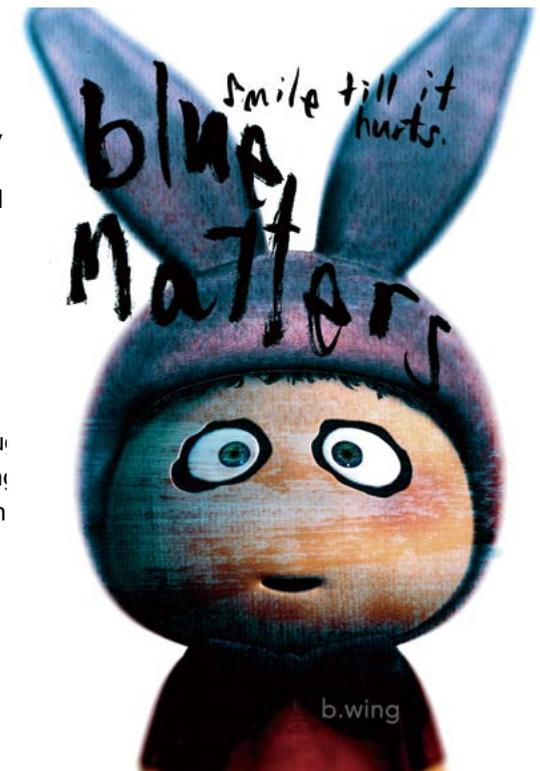


specific characters. He once introduced Hong Kong-styled delicacies including the stuffed three treasures and salted fish as the protagonists of an illustration series and has appeared in fashion design, as well as being featured on the walls in a design show. He expected to expand his illustration to more innovative licensing platforms in future.

Human characters with strong personalities can be touching too. Being expressive about his feelings, "A-boy" is a homegrown boy character property that has shot to fame. "Creating a moving character is an ingredient of success. Staying focused on creation as well as being passionate, insistent and persistent come next," remarks the artist b.wing

who originated the character in 2003 and published many illustration books since 2006. To go beyond the traditional licensing, b.wing has recently joined hands with a local toy company Soap Studio to redesign the Justice League characters and turn them from evil to naughty and innocent children in her own style.

While social media platforms such as Facebook, Instagram and Snapchat are tools for fun, leisure and communication between people all over the world, young illustrators are at one end good at leveraging them to gain popularity and convert their "likes" into business opportunities through innovative character licensing. At the other, they have been exploring various channels to expand their creativity in character licensing.



Hong Kong Celebs Bring Love Via Licensing

Characters speak. More than simply graphics, they can be a messenger of some inspiring visions. Not limited to global superhero idols, some Hong Kong's homegrown characters can also enchant their fans with their lovely mission.

Storytelling for Edutainment

Bodhi is a pet-inspired character who delivers the value of courage and respect. "Universally embraced, animal characters are a powerful tool in storytelling. Parents like to teach their children about morality through heart-warming animal stories," says Herbert Yang, CEO of Century Innovative Technology, a Hong Kong-based edutainment company. Started as a charity project in 2006, Bodhi was based on Hong Kong Celeb Poman Lo's real dog which was so well received that the project turned out to become a real business with a focus on TV animation production and education.

With Season 4 on air, Bodhi and Friends' TV anime series has made the title among the Top 10 local animation brands in China. A huge base of audience has also contributed to the brand's success in edutainment licensed products with big names, such as Scholastic, Mattel and Skoolbo.

Bodhi will capitalise on Hong Kong's geographical location to grow its licensing business. "Hong Kong is close to China, especially Shenzhen where there are a lot of toy or other types of licensed manufacturers seeking opportunities. The city is also a hub that we can access to the international market," remarks Herbert Yang.



Social Business

Established in 2017, Cash and Family is another uplifting label founded by Hong Kong Celeb Cally Kwong and radio disc jockey Ho Ka Lo. "The late-Bichon Frisé owned by Cally, Cash was an animal doctor, and he paid home visits to the elderly people. Pets are the bridge of communications between humans. Therefore, we came up with the idea of building a character featuring his loving heart to live his spirit and deliver positive messages," says Ho Ka Lo.

"Whenever I travel overseas, I always spot a wide variety of licensed products from Hong Kong brands. This indicates the overseas popularity of homegrown brands." Ho continues, "As Asia's licensing hub, Hong Kong is a gateway to the Chinese mainland. So, I think the exhibition must be a valuable platform where brand owners meet their Asian partners."



Asian opportunities for brands

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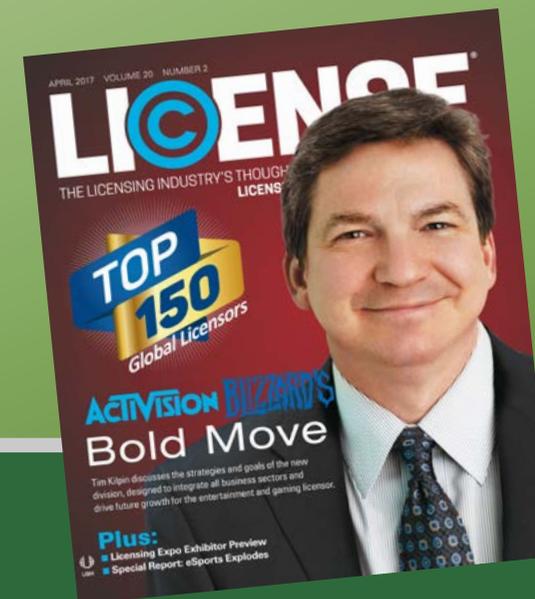
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