

Asian Licensing Conference 2018 Post Event Report

8-9 JAN 2018 | Hong Kong Convention and Exhibition Centre

1,508

audiences

82%

Asian audiences

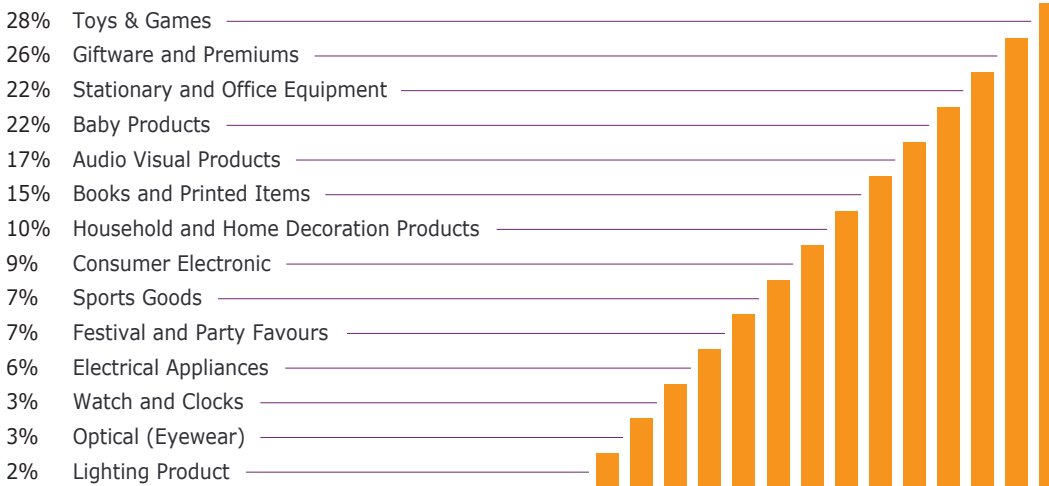
80%

Decision-makers

86%

from Belt & Road Countries

AUDIENCES' PROFILE



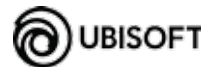
The China licensing market is booming. I anticipate that it will surpass Japan to become Asia's largest licensing market by 2020

Charles Riotto

President, International Licensing Industry Merchandisers' Association (LIMA)

INSIGHTS & STRATEGIES SHARED BY LICENSING EXPERTS

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



Asia has become the world's fastest growing licensing market by region. In 2016, growth rate of sales of licensed goods and services in Asia doubles the world's average growth rate.

Raymond Yip

Deputy Executive Director, Hong Kong Trade Development Council

Asian Licensing Conference 2019

Event Date : 7 - 8 January 2019
Event Venue : Hong Kong Convention and Exhibition Centre
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