

# Asian Licensing Conference 2020 Post Event Report

6-7 JAN 2020 | Hong Kong Convention and Exhibition Centre

**1,207**

audiences

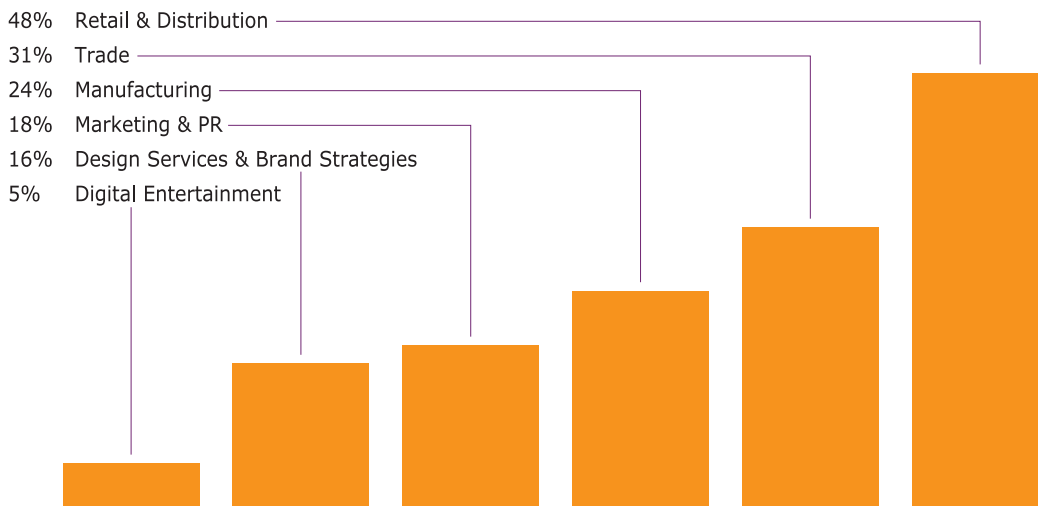
**82%**

Decision-makers

**81%**

from Belt & Road Countries

## AUDIENCES' PROFILE



The primary goal of licensing is brand building, and the goal is to establish long-term partnerships since they are the most successful. Entertainment licensing, in contrast, focuses on images, artwork, characters, and so forth, and the primary goal is to receive royalties. Changes in products and licensees are more frequent than for corporate licensing.

### Ms Lisa Reiner

Managing Director, Europe & Asia Pacific, Beanstalk

## INSIGHTS & STRATEGIES SHARED BY LICENSING EXPERTS

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



Over the years, the Asian Licensing Conference has proven itself as an important platform that connects licensors, licensees, agents and businesses in this region, fostering fruitful conversations on how to unlock further opportunities in the licensing market, including esports.

### Mr Wilson Chow

PwC Global Technology, Media and Telecommunications Industry Leader

**Asian Licensing Conference 2021**

Event Venue : Hong Kong Convention and Exhibition Centre

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