

Conference Fact Sheet

Date	:	8-9 January 2018 (Monday - Tuesday)
Edition	:	7th
Venue	:	Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong
Organiser	:	Hong Kong Trade Development Council

The Asian Licensing Conference (ALC) is a leading international licensing conference focused on the promising Asian market. As the **largest annual event of its kind in the region**, the conference allows participants to identify opportunities in China and Asia, exchange market insights and expand business contacts. The event also provides ample opportunities for cross-sector collaboration and partnership.

2018 Conference at a Glance

- Grasp licensing opportunities at the **Largest** licensing Conference in Asia
- Connect with **1,400+** Licensors, Licensing Agents, Licensees, Manufacturers, Traders and Retailers
- Learn from **around 30** experts representing top global brands

Major Programme

Time	8 Jan 2018 (Monday) Day 1		Time	9 Jan 2018 (Tuesday) Day 2
09:45 – 11:00	Plenary Session (I) Creating Brand Excitements with Location-based Entertainment Licensing		10:30 – 12:30	China Thematic Session The Changing Lifestyle of China
11:15 – 12:30	Plenary Session (II) Building World-Class Corporate Brands through Licensing			
14:30 – 16:00	Breakout Session (I) Digital Transformation of Licensing	Breakout Session (II) The Rising Diverse Business Opportunities of Licensing in Japan	14:00 – 15:30	Licensing Workshop (I) Operational Essentials for Licensing
			15:45 – 17:15	Licensing Workshop (II) IP and Legal Fundamentals for Licensing

Concurrent Events



Hong Kong International Licensing Show
香港國際授權展



Hong Kong Baby Products Fair
香港嬰兒用品展



Hong Kong Toys & Games Fair
香港玩具展



Hong Kong International Stationery
香港國際文具展 Fair

For more information, please visit the conference website:

<http://www.hktdc.com/asianlicensingconference>

Tel: (852) 1830 668

Email: alc@hktdc.org

Asian Licensing Conference 2017 Post Event Report

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

1,486

audiences

81%

Asian audiences

84%

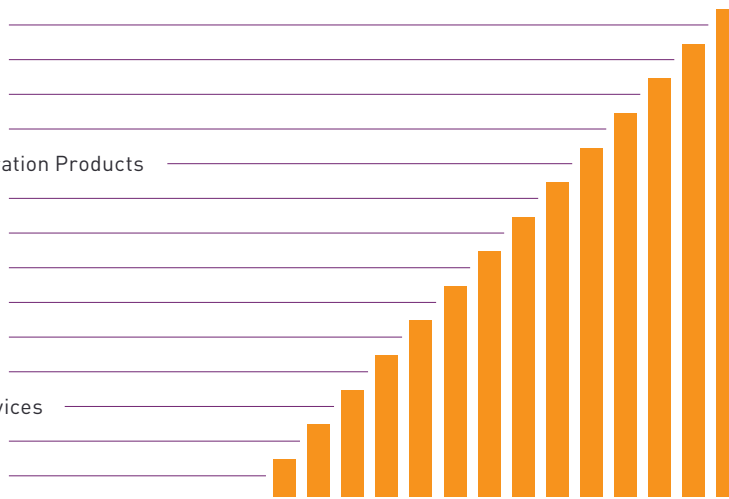
Decision -makers

80%

from Belt & Road Countries

AUDIENCES' PROFILE

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



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

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

INSIGHTS & STRATEGIES SHARED BY LICENSING EXPERTS

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



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

Raymond Yip
Deputy Executive Director, Hong Kong Trade Development Council

Asian Licensing Conference 2018

EVENT DATE: 8-9 January 2018

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