

2018 China Licensing Expo Post Show Report

10/16/2018-10/18/2018
Shanghai New International Expo Center

China Licensing Expo

About CLE

The 12th China Licensing Expo had been successfully held in Shanghai between Oct 16 and Oct 18, 2018. With the rapid growth of licensing Business in China, CLE which is held by China Toy & Juvenile Products Association has become a platform of trading, communicating, and learning with the biggest scale in Asia, the biggest influence in licensing and the most licensees.



Licensing business facilitates industrial economy to develop with high quality

China Licensing Expo

About CLE

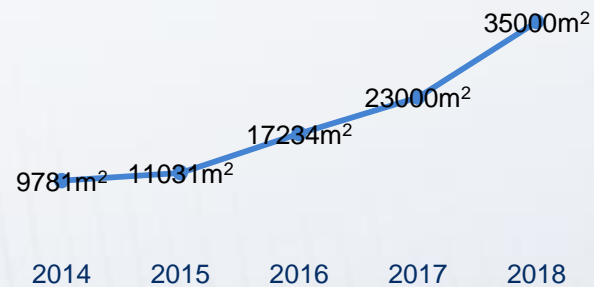
- ✓ **12Years:** CLE has the longest history in licensing Expo with the support from the Ministry of Culture and Tourism of the People's Republic of China and National Cultural Heritage Administration.
- ✓ **350Licensors:** Licensors has a 37% increase than last year. International brands account for 80% and national brands account for 20%.
- ✓ **35000sqm:** Exhibition space increases 47% than last year; CLE has 8 international groups.



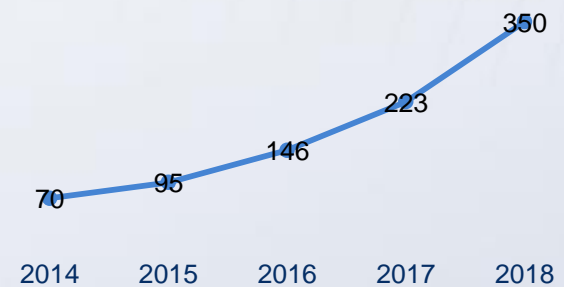
China Licensing Expo

Exhibitors & Exhibition Space

Exhibition Space (2014-2018)

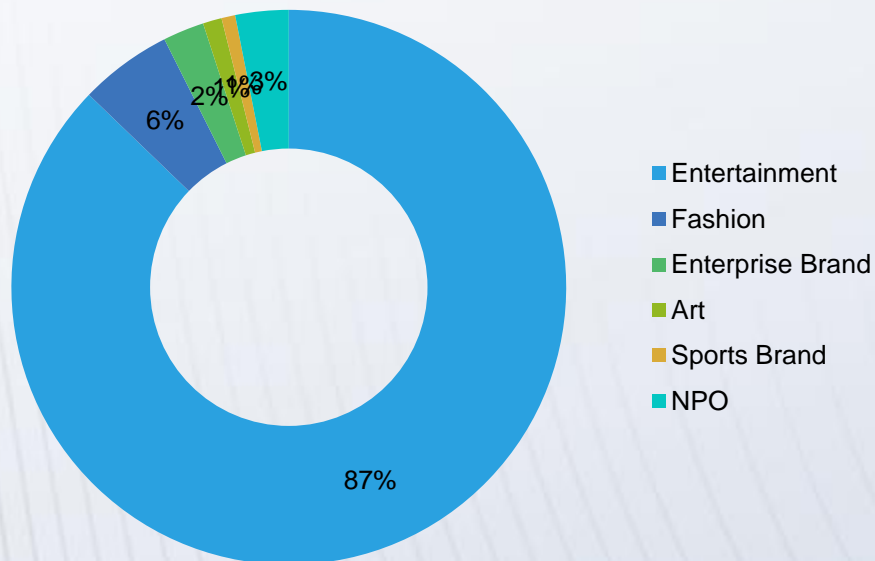


Number of Exhibitors (2014-2018)



China Licensing Expo

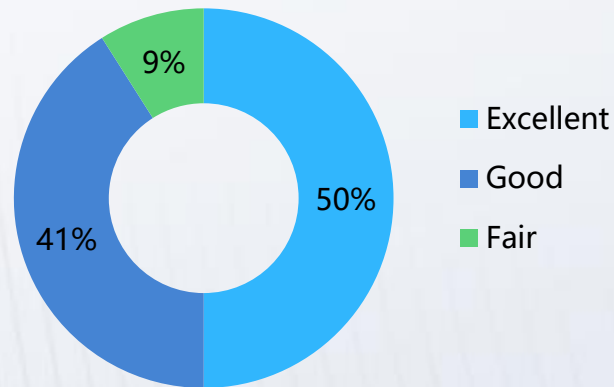
IPs Proportion



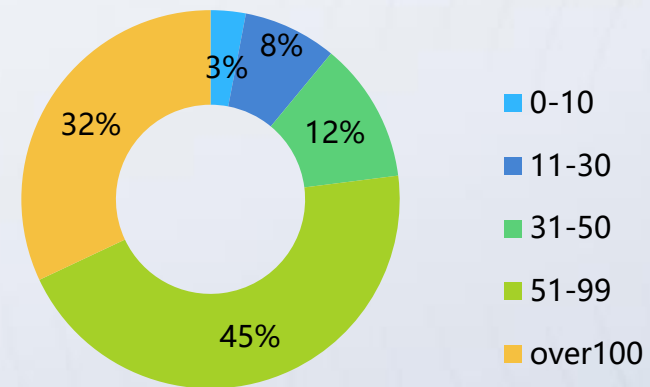
IP	Proportion
Entertainment	87.20%
Fashion	5.40%
Enterprise Brands	2.40%
Art	1.10%
Sports Brand	0.80%
NPO	3.10%
Total	100.00%

Feedbacks from Exhibitors

Satisfaction of Exhibitors



Number of Potential Buyers each exhibitor meets during CLE

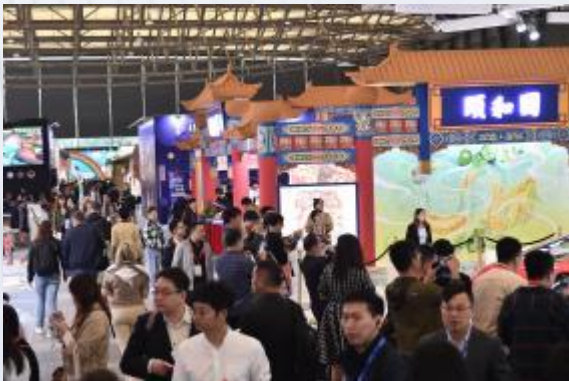


China Licensing Expo

Our Exhibitors

There are a lot of international and domestic well-known licensing enterprises showing at CLE 2018, including international leading enterprises, such as Universal, Warner, Hasbro, Blizzard, Turner, IMG, and Click, and outstanding domestic licensing companies, such as Alpha, CBG, Wanda, Tencent, Art-land Holding, and SCLA. Universal and Turner make CLE the exclusive exhibition they attend in Asia.

Over 40% new exhibitors participate in CLE 2018, for example, Warner, Blizzard, NetEase, Lamborghini, Shell, Maserati, National Museum of China, the Summer Palace, Van Gogh Art Museum. IPs at CLE cover animation, movies, games, art, and NPO.





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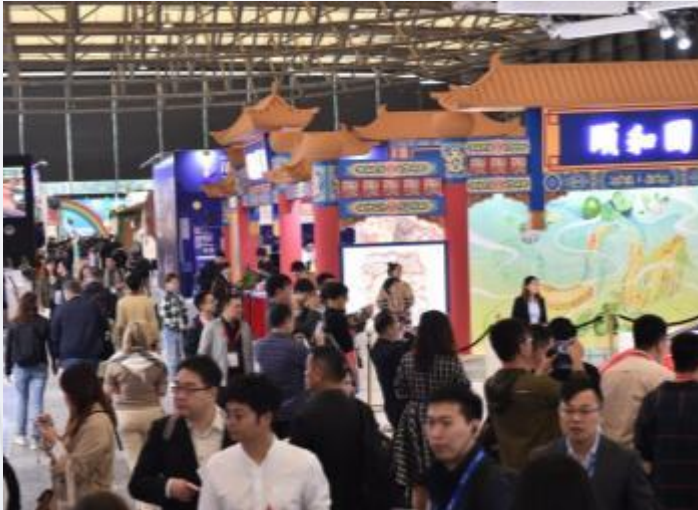
Overseas Exhibitors

CLE is a highly international licensing exhibition and about 80% licensing brands are from overseas. There are 8 pavilions which come from other countries and regions attending CLE 2018 with the support from Taiwan Trader Center, New Zealand Trade and Enterprise, Japan External Trade Organization, Korea Culture & Content Agency, and Taiwan' s "United Daily News" .



China Licensing Expo

Our Attendees



CLE 2018 attracts 68,787 professional attendees, covering toy, juvenile products, clothing, home textiles, stationery, ornament, FMCG, consumer electronics, and shopping mall display which is becoming a new tendency of licensing.



68787Attendees



**Licensees cover
all industries**



136Countries

International attendees is
increasing

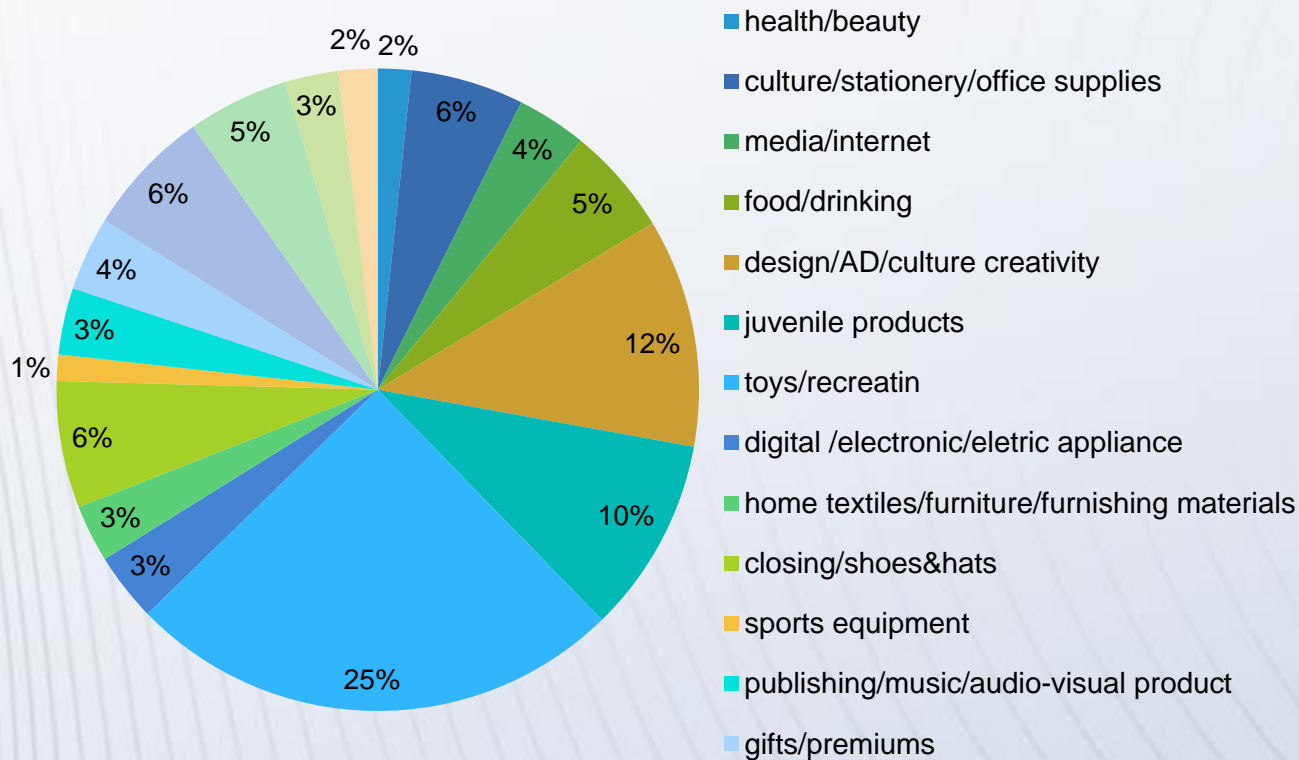


20%Increase

Number of attendees has a 20% rise
than 2017

China Licensing Expo

Industries of Our Attendees

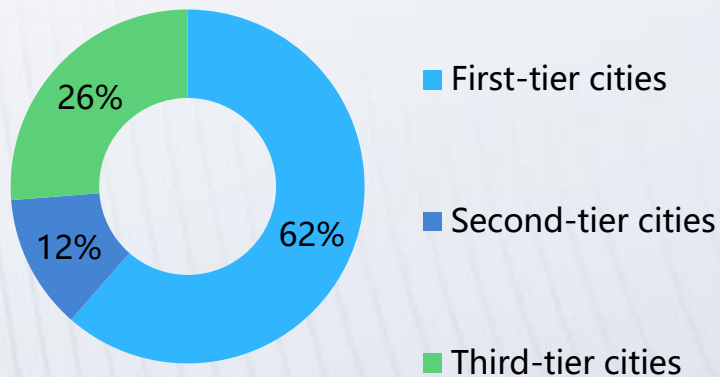


Toys & Entertainment :25%
Juvenile products :10%
Culture creativity :12%
Food & Drinking :6%
Stationery :6%
Clothing :6%

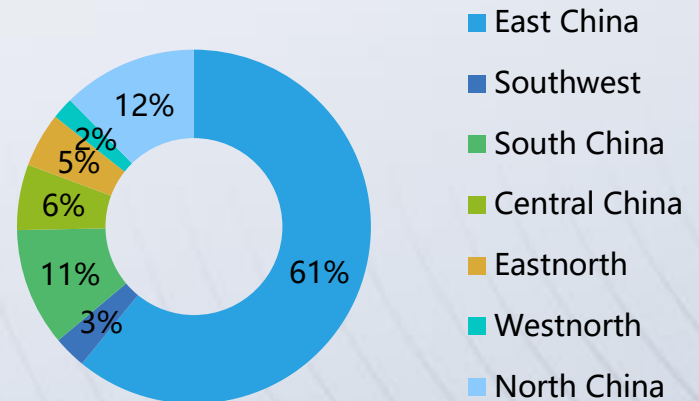
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Locations of Our Attendees

Most attendees come from first-tier city



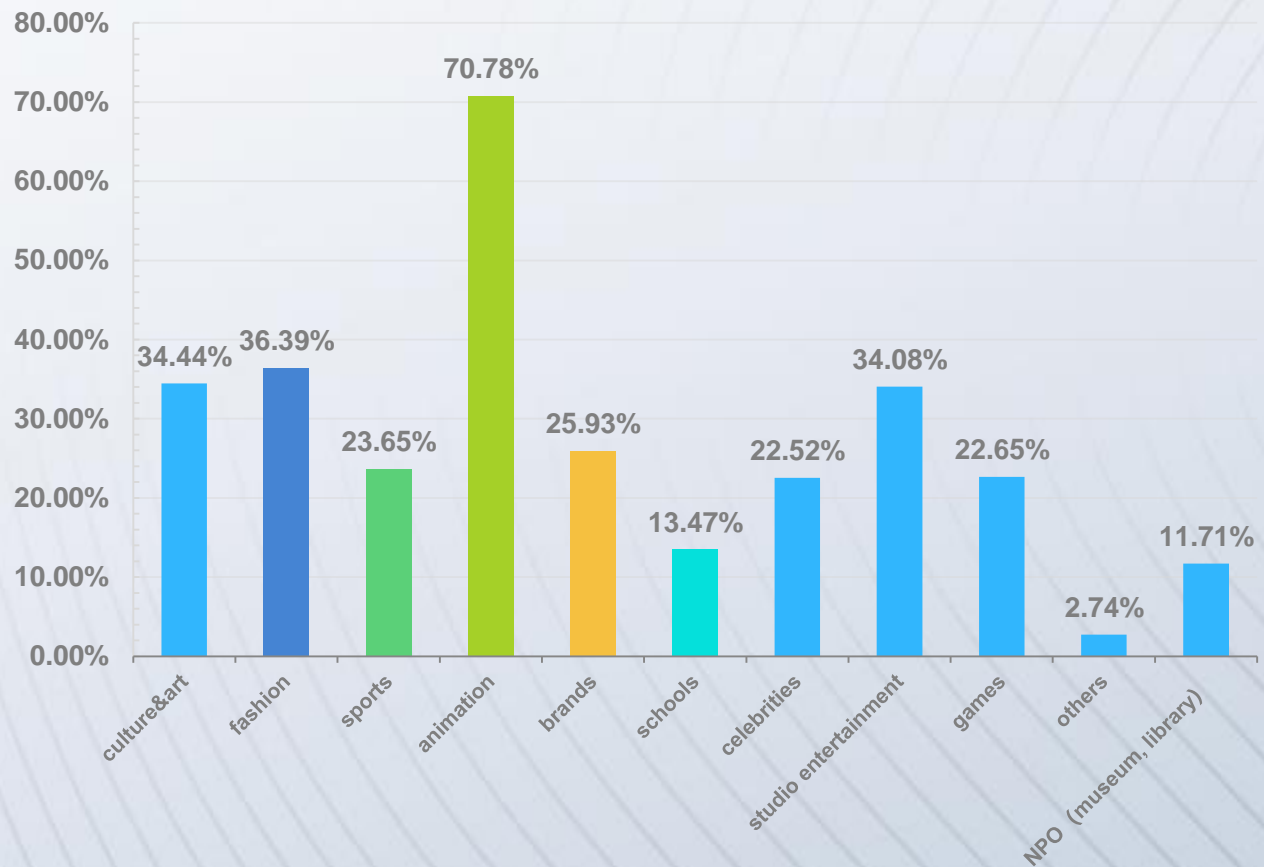
Most attendees come from East China and North China



China Licensing Expo

IPs that Attendees are Interested in

Animation : 70%
Fashion : 36%
Culture & Art : 34%
Studio Entertainment : 34%



China Licensing Federation & Members

China Home Textile Association	China Association of Bakery & Confectionery Industry
China National Garment Association	China Association of Fragrance Flavour and Cosmetic Industries
China Sundry Articles Industry Association	China Dairy Industry Association
China Writing Instrument Association	China Leather Industry Association
China Beverage Industry Association	China Weighing Instrument Association
China Stationery & Sporting Goods Association	China Association of Lighting Industry
China Household Electrical Appliances Association	China Horologe Association
China Oral Care Industry Association	China Optometric And Optical Association
China National Household Paper Industry Association	China Canned Food Industry Association
China Cleaning Industry Association	China Ceramics Industrial Association
(China National Furniture Association	China Alcoholic Drinks Association
China Battery Industry Association	China Musical Instrument Association
China Animation Association	China Feather and Down Industrial Association

China Licensing Expo

Licensing Committee

Since the establishment of Licensing Committee in 2017, the number of members is over 150. The second council was convened in 2018, discussing the annual working plan of licensing committee.

Licensing committee planed to organize a series of events that build a bridge between licensees and licensors to expand the influence of our licensing committee.

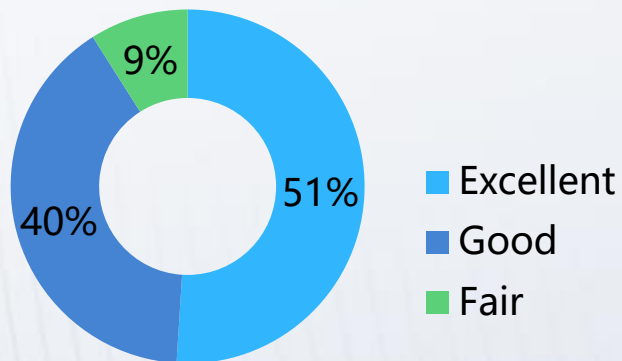
Our licensing committee promotes the whole licensing industry to develop smoothly with the purpose of integrating leading enterprises in licensing.



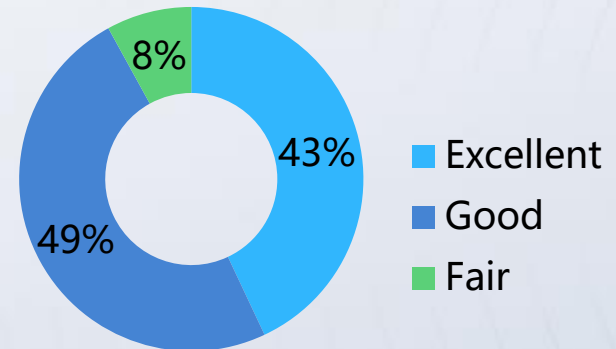
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Attendees Satisfaction

Satisfaction Rate



Attendees satisfaction with the number of brands at CLE



China Licensing Expo

Specific Service – To Licensors

The 9th China Licensing Summit

This Summit focused on the topic “Internet + Chinese Civilization” , inviting grand guests from National Cultural Heritage Administration, Palace Museum, LIMA, Van Gogh Art Museum to share their ideas and patterns in brands licensing. About 300 people attended this Summit.



China Licensing Expo

China Licensing Industry Report 2018

**China Licensing Industry Report 2018 published in
Mar, 2018, researching:**

Overview situation of licensors

Overview situation of licensees

Market of licensing products

Quality of licensing products

Development situation of brands licensing

Development tendency of brands licensing

中国品牌授权行业发展报告
(2018)
China Licensing Industry Report 2018

中国玩具和婴童用品协会
品牌授权专业委员会
2018年3月30日
March 30th, 2018

China Brand Licensing Talents Academy-To Licensors

The Academy organized by CTJPA and Impact Licensing which aims to train industry talents, spread basic knowledge/theories, and answer their questions. The one-day-training attracted about 600 attendees and will hopefully become a long term program. In-depth training programs held in April and June, in Beijing and Shenzhen respectively. In total, 78 persons attended those programs, including licensors, licensees, and licensing agencies. Over 95% people satisfied with the training programs.



China Licensing Expo

CLE Night (CLE Awards Ceremony)- To Licensors

CLE Awards that held by CLF and CLE aims to reward the best IPs, products, licensees and retailers throughout past year. There are total 13 different awards in CLE Awards 2018. Over 100 exhibitors applied for the rewards this year and over 500 items applied for awards , involving licensors, IPs, licensees, licensing products, licensing channels and black horse enterprises.



China Licensing Expo

China Licensing Federation-To Licensees

CLF contains 26 national industrial associations.

CLF shared basic theories about brand licensing and promoted licensing products at the Forums and Councils of CSAIA, COCIA, CLIA, and CHA.

In addition, CLF invited associations members to visit CLE 2018 and convened round-table conference to discuss annual working plan.



China Licensing Expo

Platform & Resources

China Licensing Expo has attracted wide publicity by 300 Press/Media, covering national/overseas news agency, periodicals, websites, social media, ect...

WeChat Official Account: Followers are over 10,000; Annual increase of followers is over 5,000; Over 20 articles publish per month.

《**China Licensing**》: The magazine come out in four issues; Leading enterprises interviews come up to 34 with a 50% increase; The circulation is 20,000 in total.

IP365 recording platform : Over 400 IPs out on records on our IP recording platform.

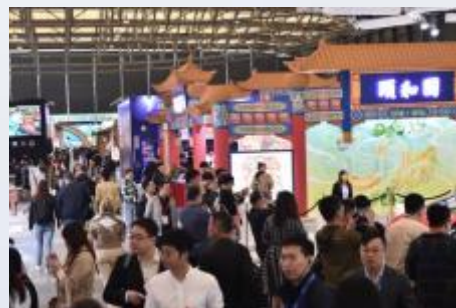
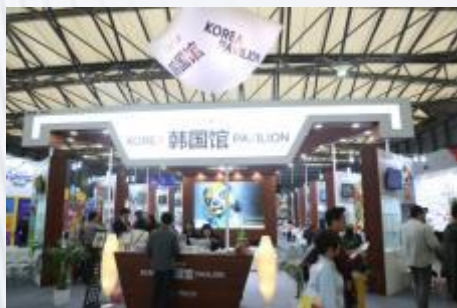


Platform & Resources

CLE is held concurrently with China Toys Expo, China Kids Expo, and China Preschool Expo. The four expos have 2400 exhibitors with 220,000m2 exhibition space which integrated the advantages from governments, associations, and industry manufactures, promoting communication and cooperation among exhibitors and attendees.



China Licensing Expo



See you next year!
10/16/2019-10/18/2019
Shanghai New International Expo Center
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