



中国玩具和婴童用品协会
China Toy & Juvenile Products Association



CHINA
LICENSING EXPO
中国授权展

2019 China Licensing Expo

Post Show Review

10/16/2019-10/18/2019

Shanghai New International Expo Center

Overview





Post Show Review

Organizer:



中国玩具和婴童用品协会
China Toy & Juvenile Products Association

Sponsor:



中国品牌授权联盟
China Licensing Federation

First Edition: 2007



Post Show Review

1. Largest and Strongest in Asia

- **Government Support:** The only "China" licensing exhibition approved by the Ministry of Commerce. With strong support from the Ministry of Culture and Tourism, and National Cultural Heritage Administration.
- **377 Exhibitors:** International brands account for 80%, with 8 international pavilions
- **40000sqm:** Exhibition space increases 14% year-on-year
- **6,9427 Visitors:** Increased 21% year-on-year
- **Number of Exhibited IPs:** More than 1800








Post Show Review

2. IP Diversification Improving Significantly

Properties by Category	Enterprise Number 2018	Enterprise Number 2019	Increase Number
Cartoon & Animation	220	238	18
Vedio Games	3	10	7
Films & TV Programs	5	24	19
Lifestyle & Fashion	3	30	27
Corporate & Brand	10	25	15
Art & Design	15	43	28
Sports	3	7	4

- The China Palace Museum made its debut at CLE 2019
 - IP increase in fashion industry contributes to the IP diversification of CLE
- 
- 
- 

Post Show Review

3. The *First Choice* of Global Leading Companies



KAKAO FRIENDS



CATERPILLAR

nickelodeon






alterface

PPW
Promotional Partners Worldwide

WARNERMEDIA

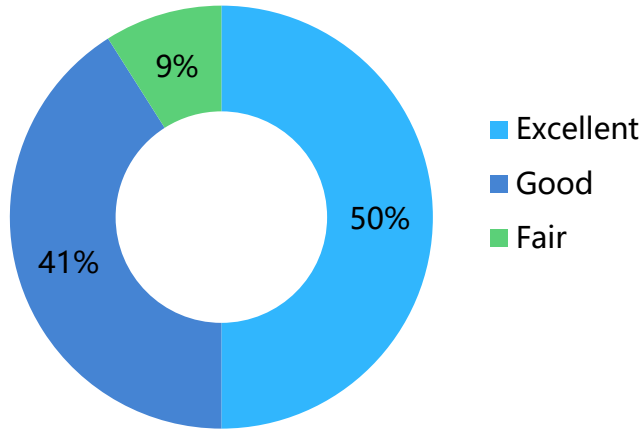


4. Eight Overseas Pavilions

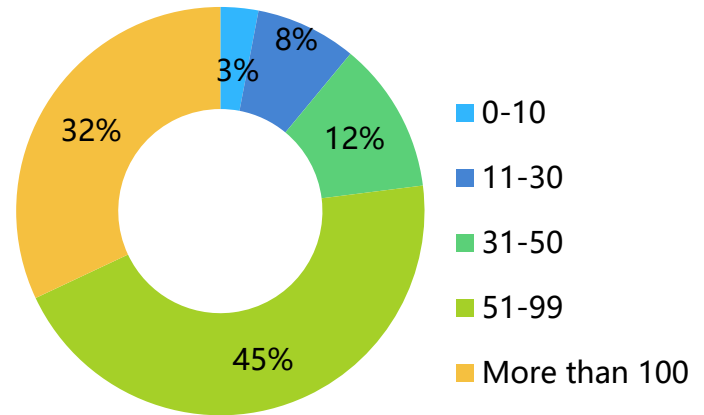
- **US:** SPLiCE Pavilion
 - **Europe:** “Total Licensing” Pavilion
 - **Japan:** “Character Brand Licensing Association” Pavilion
 - **Korea:** Korea Creative Content Agency Pavilion, Gyeonggi Content Agency Pavilion
 - **China Mainland:** “China Cultural Relics Exchange Center” Pavilion
 - **Taiwan (China):** “Taiwan Creative Content Agency”, “Taiwan Trade Center” Pavilion
 - **Hong Kong (China):** “Licensing & Franchising Association of HK” Pavilion
- 
- 
- 

5. Exhibitors Feedback

Satisfaction of Exhibitors

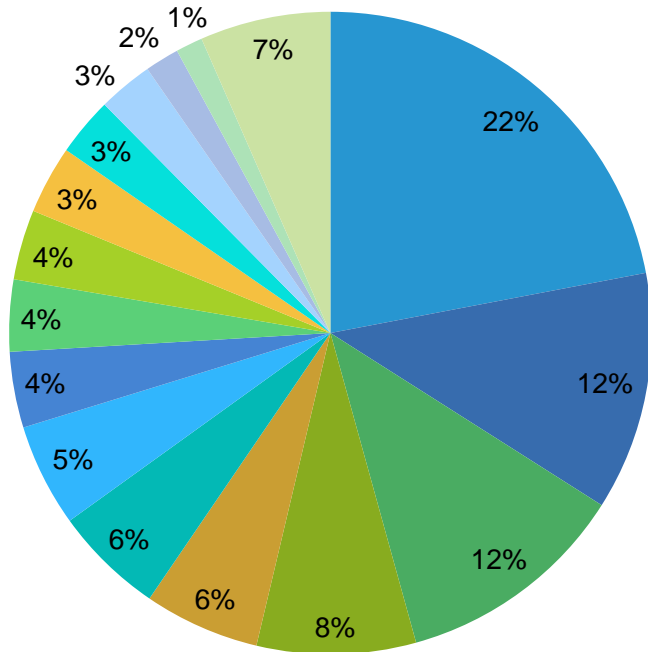


Number of Quality Visitors Each Exhibitor Meets at CLE



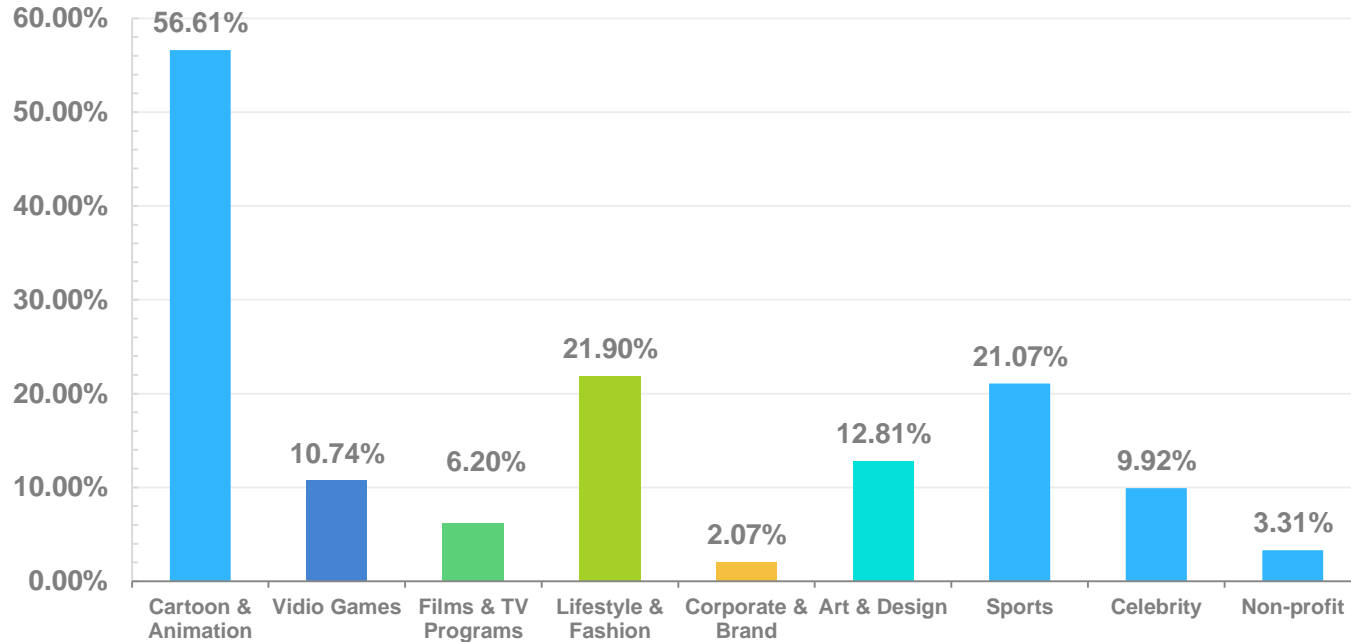
Post Show Review

6. Visitors by Industry Category



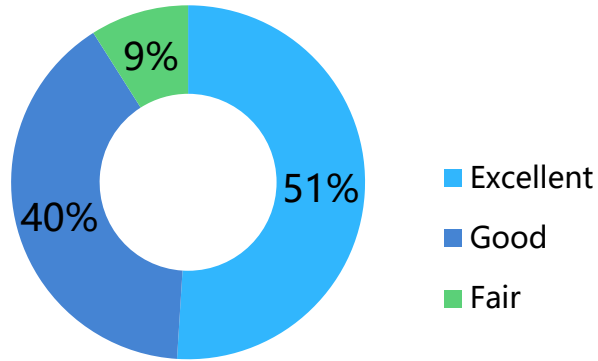
- Toys
- Apparel / Accessories
- Product Design
- Infant
- Stationery
- Food / Beverage
- LBE / Theme Space
- Gifts / Premier
- Media Distribution
- Consumer Electronics
- Publishing
- Home Textile / Home Décor
- Software
- Beauty / Health
- Outdoor / Sports
- Others

7. IP Category based on Visitors' Interests

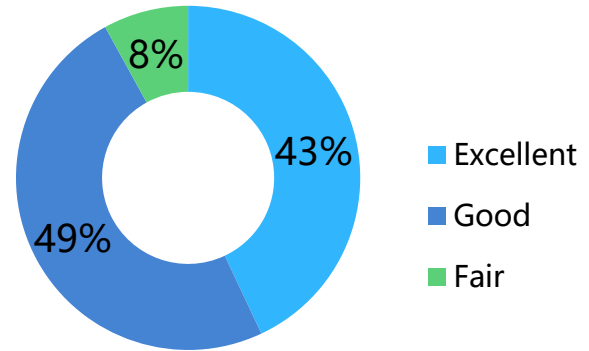


8. Visitors Feedback

Satisfaction with CLE



Satisfaction with Exhibited Brands at CLE



On-site Events



Post Show Review

1. 11th China Licensing Summit(CLS)

- ✓ China Licensing Summit, as one of the most welcomed on-site CLE events, has been organised for 11 editions.
- ✓ It is supported by the Ministry of Culture and Tourism.
- ✓ The keynote speakers invited are top leaders of leading international and domestic companies, such as Universal, eOne, Hasbro, PopMart, and China Merchandize Bank
- ✓ More than 562 audience attended.



2. Licensing Forum of Culture and Tourism Crossover Development

- ✓ Supported by the Ministry of Culture and Tourism.
- ✓ Focused on the topics of Crossover Cooperation of IPs with Hotels, Restaurants, Cafeteria, and Tourism spots.
- ✓ Keynote speakers invited are top leaders of leading licensors and tourism groups such as Sanrio, Cedar Holdings
- ✓ About 401 audience attended.



Post Show Review

3. Licensing Forum of Shopping Centers

- ✓ It is supported by the Ministry of Culture and Tourism.
- ✓ Focused on the topics of Crossover Cooperation of IPs with Department stores, and Shopping centers.
- ✓ Keynote speakers invited are top leaders of leading licensors and Shopping center, such as Van Gogh Museum, Skynet, Joy City, Yuexing Group
- ✓ About 549 audience attended.



Post Show Review

4. Annual Meeting of China Licensing Federation

- ✓ Organized by China Licensing Federation
- ✓ 12 national industry trade association leaders and their leading members attended. Such as Home Textile, Dairy, Bakery & Confectionery , Home clean articles, Leather Products, Stationary, Bicycle, Home Appliance, Porcelain, Watches and Clocks, Beverage, and Umbrella.
- ✓ Hasbro and CBG licensing executives and their licensees shared the experience of growing business by licensing. The potential and challenges of licensing development in China was discussed.
- ✓ All the attendees visited CLE and participated in the CLE Awards Ceremony



5. 9th China Brand Licensing Talents Academy

- ✓ Organized by CTJPA
- ✓ Provide trainings to licensing professionals including licensing basic knowledge & theory, and the practical skills.
- ✓ Besides Shanghai, the Academy also provided trainings Beijing, Guangzhou and Shenzhen.
- ✓ Over 300 attendees.



6. 2019 CLE Night & CLE Awards Ceremony

- ✓ CLE Awards initiated by China Licensing Federation and CLE Organization Committee.
- ✓ To honor the best-performed properties, licensing products, licensees and retailers.
- ✓ Over 1000 projects applied for 19 awards in 2019, including licensors, properties, licensees, licensing products, licensees, and retailers.



7. Over 30 on-site activities held during CLE 2019

- Exhibitor Seminar
- Van Gogh Art Cafe Lounge
- Football Fans Club
- Match-Making System
- And more
- Retail Industry Research Sharing Session
- Independent Artists Forum
- China Licensing Development Summit on Business Property



More Than CLE



1. 4 Expos Together to Integrate Resources

CLE is held concurrently with China Toy Expo, China Kids Expo, and China Preschool Expo

230,000sqm, increases 5% YoY

11,339 booths, increases 11% YoY

2,508 exhibitors, increases 8% YoY

4,859 brands, increases 12% YoY

88,481 visitors, increases 10% YoY

7,898 overseas buyers, increases 12% YoY



CHINA
LICENSING EXPO
中国授权展



CHINA
KIDS EXPO
中国婴童展






CHINA
TOY EXPO
中国玩具展



CHINA
PRESCHOOL EXPO
中国幼教展



2. About CTJPA

- **Profile:** Non-profit trade organization dedicated to the toy, kids & preschool products and licensing industry
 - **Year Established:** 1986
 - **Government Support:** The only national association supported by the Chinese government in the industry
 - **Industry Support:** The only official representative in the International Council of Toy Industries (ICTI)
 - **Membership Companies:** 5,000+
- 
- 
- 

3. Industry Association members of China Licensing Federation

China Home Textile Association	China Association of Bakery & Confectionery Industry
China National Garment Association	China Association of Fragrance Flavor 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

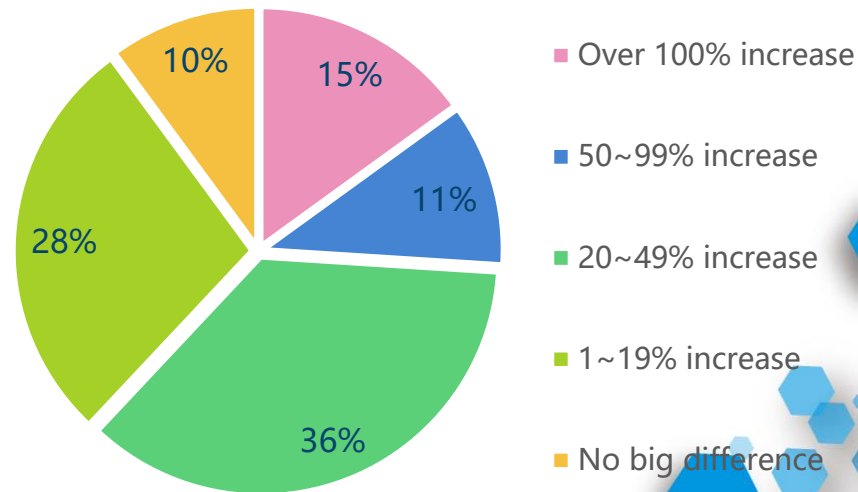
4. China Licensing Industry Report

The only professional report in the world focused on China licensing industry

Content

1. Profile of licensors in China
2. Profile of licensees in China
3. Total retail volume of licensed merchandise
4. Consumers' behavior on licensed merchandise
5. Quality status of licensed merchandise in China
6. Trends of licensing industry development in China

Increase of merchandise sales driven by licensing



5. Crossover Promotion with Licensee Industry

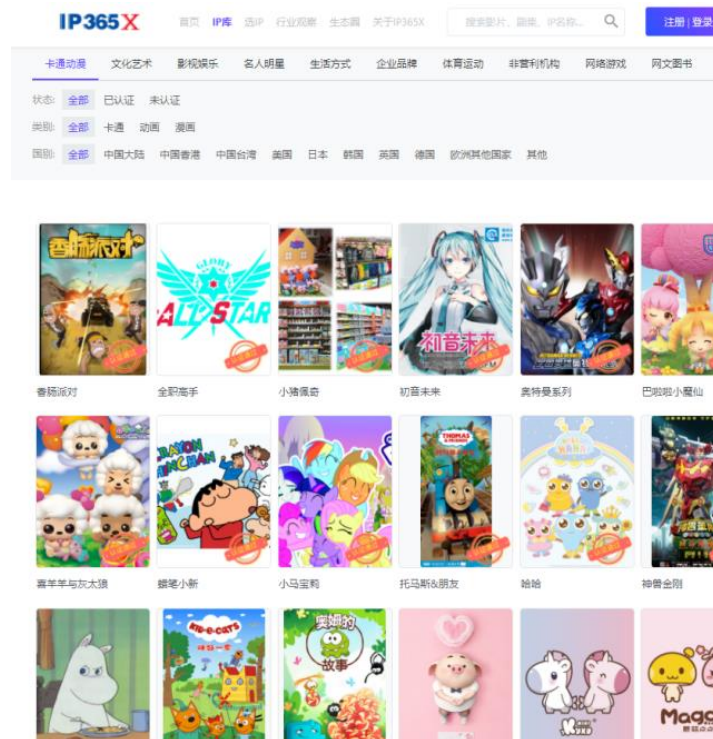
- **Mar:** Food & beverage industry
- **Apr:** Gifts and premier industry
- **May:** Beauty & health industry
- **May:** Bakery industry
- **Jun:** Stationery industry
- **Jul:** Daily-use articles industry
- **Oct:** Food & beverage industry
- **Oct:** Gifts and premier industry
- **And more to come...**



6. IP365X - Properties Online Registration & Promotion

- ✓ IP365X initiated by CTJPA and supported by China Licensing Federation.
- ✓ Promote certified IPs online 365 days. Match Making service provided.
- ✓ Over 400 properties registered online now.

Website: www.IP365X.com



Post Show Review

7. Marketing Promotion Resource

- **China Licensing Magazine:** The only magazine focused on licensing industry in China. Over 100,000 subscription online and offline
- **《Licensing Ecosystem X 》 Brochure :** Released on licensee exhibitions with total circulation of 30,000+
- **Social Media :** Nearly 20,000 professional followers on Wechat, China largest social media platform
- **Media Report:** China Licensing Expo has attracted wide publicity by 300 Press and Media, covering national & overseas news agencies, magazines, websites, and social media



8. Networking & Communication

- **Jan: CLE Night – Hong Kong Station**
networking between local and overseas licensors and licensees, and mostly focusing on toy and kids product producers
- **Mar: China licensing Annual Industry Conference**
The conference is held concurrently with Annual Toy Industry Conference, to build a platform for licensees with toy and baby product producers
- **Jun: CLE Night – Las Vegas Station,** networking with world-class IP licensors and Chinese licensees.



9. Professional Trainings

- **May:** China Brand Licensing Talents Academy - Shanghai
- **Jun:** China Brand Licensing Talents Academy - Beijing
- **Jul:** China Brand Licensing Talents Academy - Guangzhou
- **Oct:** China Brand Licensing Talents Academy - Shanghai
- **Dec:** Digital Culture Industry Advanced Trainings - Shenzhen

The total trainees reached more than 2,000 by December 2019



See you at CLE 2020!

Oct 21-23, 2020

**Shanghai New International Expo Center, China
Hall E1\E2\E3\E4**



关注CLE官方微信
获取最新授权资

Contact Us:

Gary Li
(For cooperating)
Tel: 86(10) 68293630
E-mail: gary_li@tjpa-china.org

Fisher Yu
(For exhibiting)
Tel: 86(10) 68293661
E-mail: fisher_yu@tjpa-china.org

Alice Yang
(For marketing)
Tel: 86(10) 68293663
E-mail: alice_yang@tjpa-china.org