



# China Licensing Expo 2020

(The 14th Session)

## Post Show Report

10/21/2020-10/23/2020

Shanghai New International Expo Center, China



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#1. Our Exhibitors



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# Chapter 1: Our Exhibitors



## Key Facts of CLE 2020

➤ **Organizer:**



➤ **Sponsor:**



**中国品牌授权联盟**  
China Licensing Federation

➤ **Strong Government Support:**

- \* Ministry of Commerce
- \* Ministry of Culture and Tourism
- \* National Cultural Heritage Administration

➤ **History:** 14 years of success, longest history in licensing show in mainland China.

➤ **Size:** Largest in Asia; Three full halls of SNIEC

➤ **Exhibitors:** 256 Exhibitors





# Full Coverage of 11 Categories in Properties



**1800+ Properties**

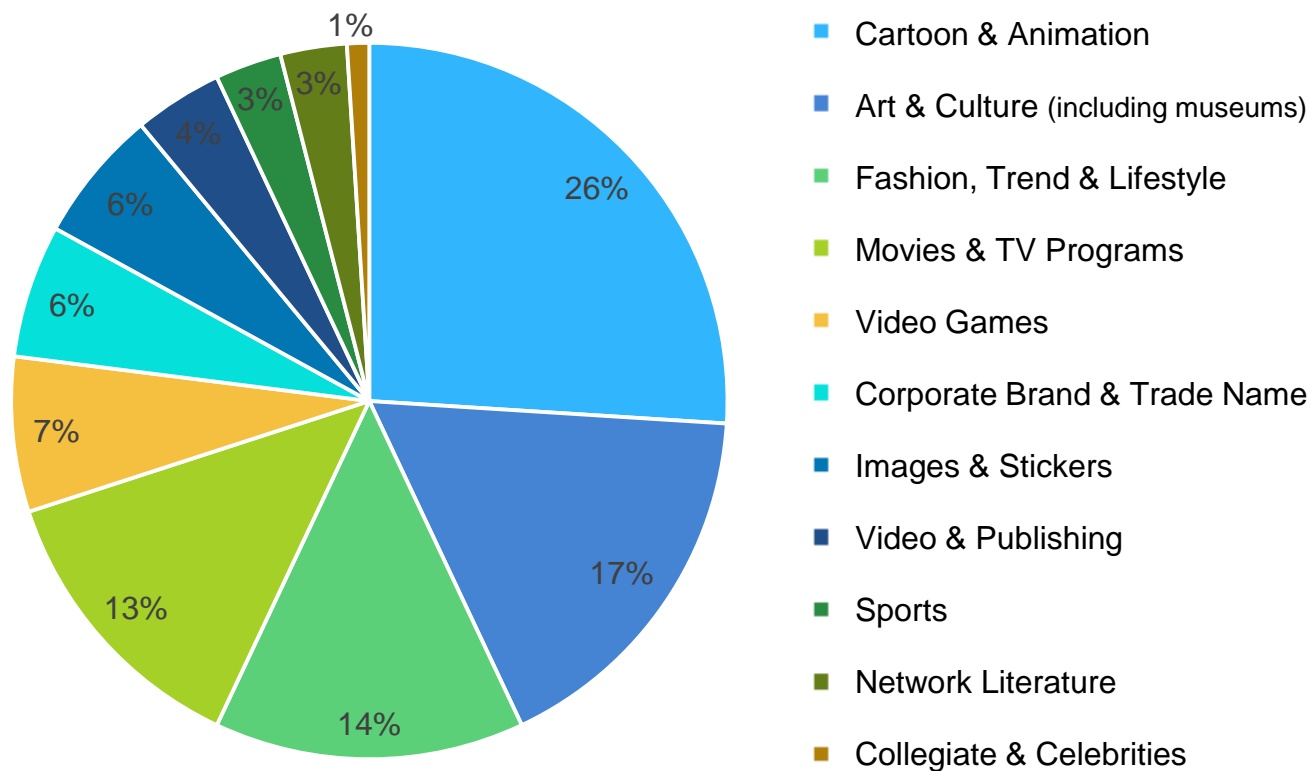


**Exclusive Giant Exhibitors**



**Coverage of 11 categories in brands & properties**

## Properties category of exhibitors at CLE 2020



# Exclusive Exhibitors in International Licensors



TOEI ANIMATION  
Since 1956



LEGENDARY



\* Not fully listed, only as examples

# Exclusive Exhibitors in International Licensors

Discovery



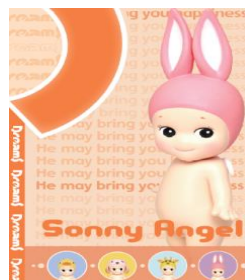
TEENIE WEENIE  
ALL THAT BEAR



UBISOFT



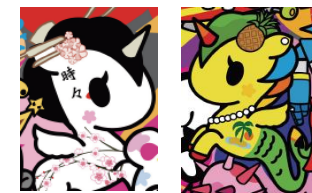
Dreams



Benesse  
倍乐生



tokidoki



\* Not fully listed, only as examples

# Exclusive Exhibitors in Domestic Licensors



非人哉



POP MART



\* Not fully listed, only as examples

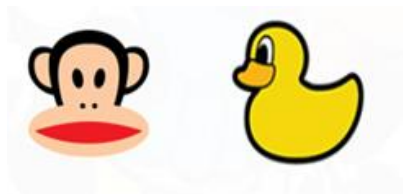




## Exclusive Exhibitors in Licensing Agents



HORIZON



San-✿



LICENSING  
MATTERS

HARVARD  
UNIVERSITY



艺洲人



\* Not fully listed, only as examples





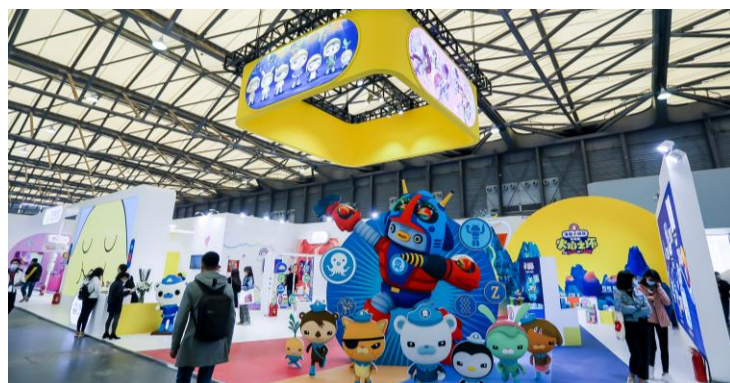
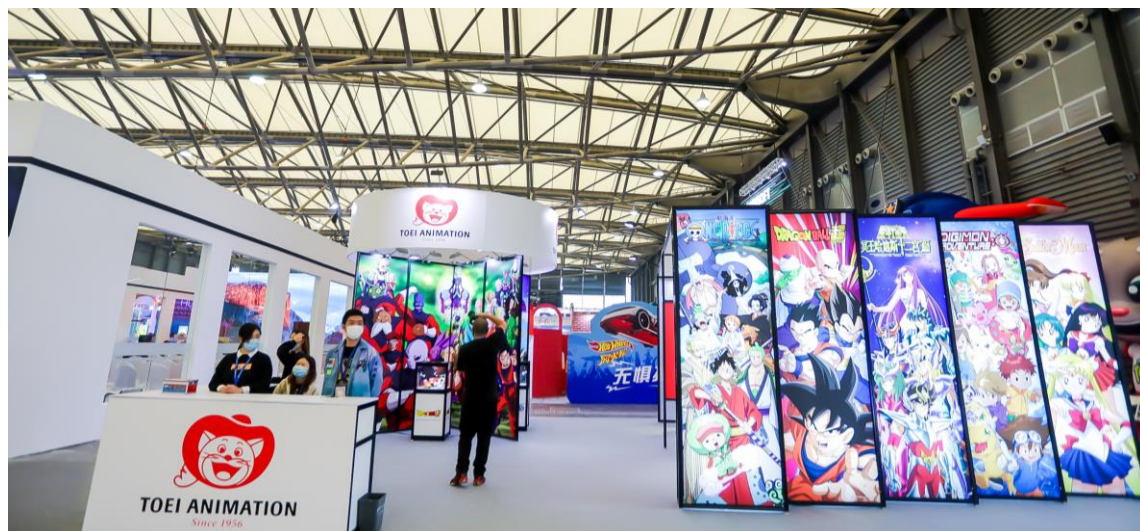
## Exclusive Overseas Pavilions



\* Not fully listed, only as examples



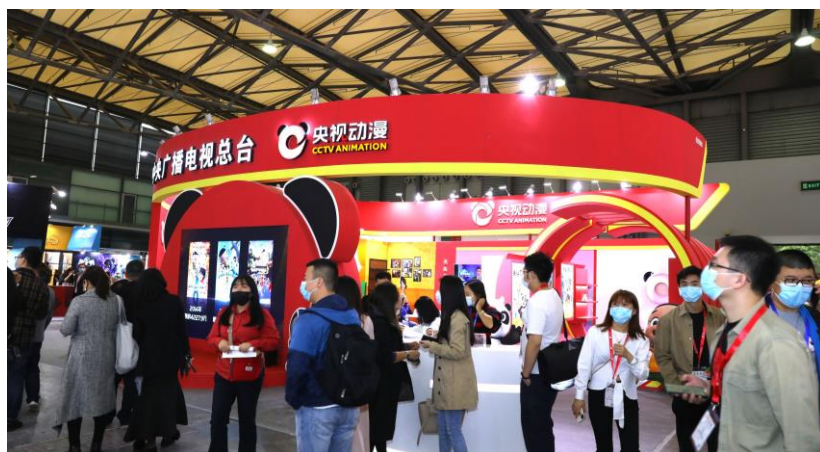
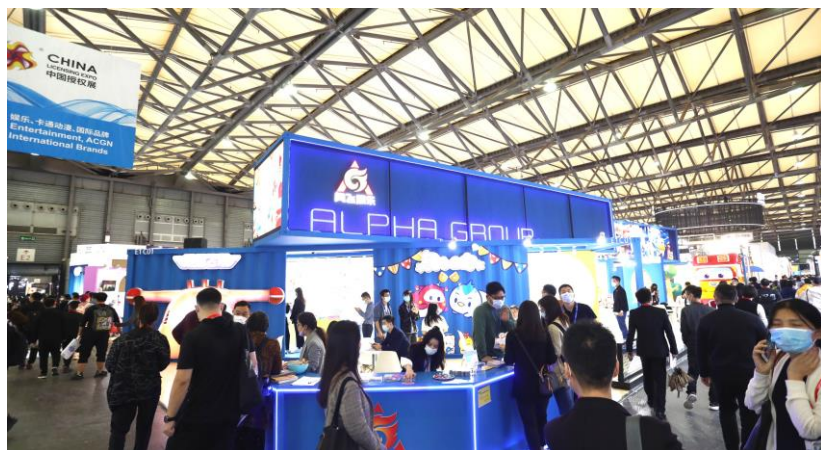
## Cartoon & Animation @ CLE 2020



\* Not fully listed, only as examples



# Cartoon & Animation @ CLE 2020

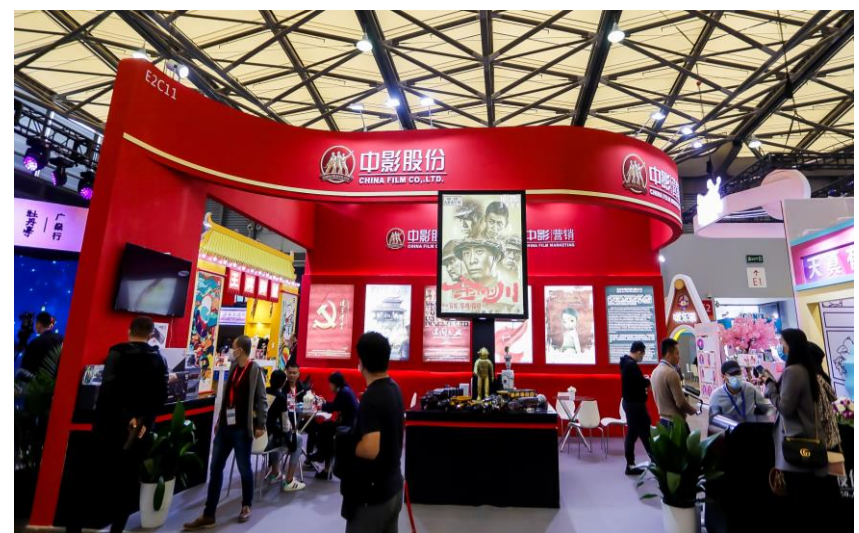


\* Not fully listed, only as examples





# Movies & Streaming Media Programs @CLE 2020

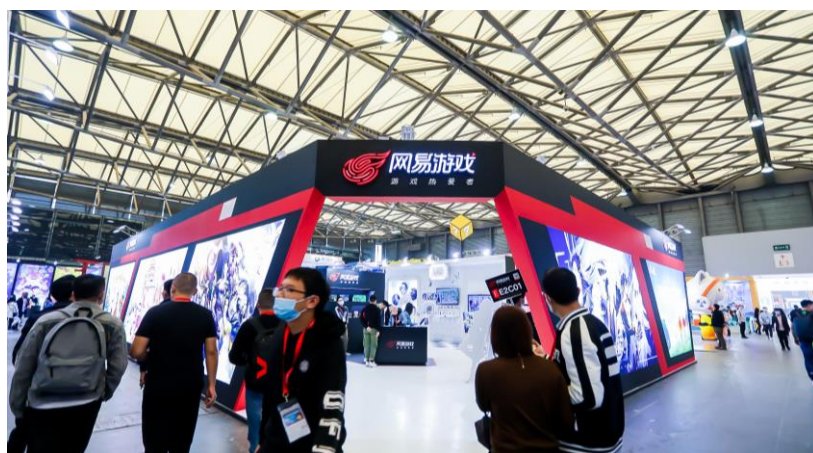


\* Not fully listed, only as examples





## Video Games @ CLE 2020



\* Not fully listed, only as examples



## Art Toy Properties @ CLE 2020



\* Not fully listed, only as examples



## Images & Stickers @ CLE 2020



\* Not fully listed, only as examples



## Museums @ CLE 2020



\* Not fully listed, only as examples





# Art & Culture @ CLE 2020

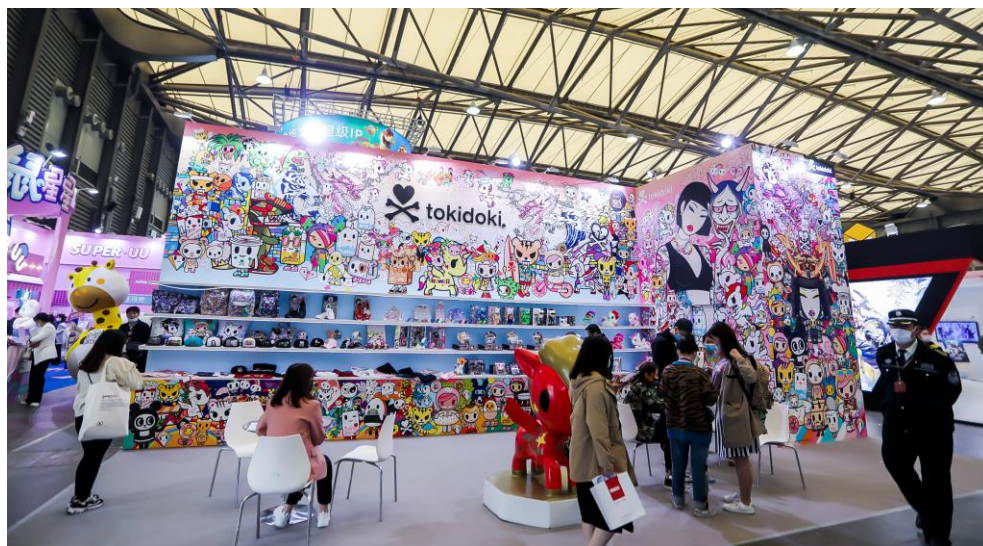


\* Not fully listed, only as examples





## Fashion, Trend & Lifestyle @ CLE 2020



\* Not fully listed, only as examples





## Corporate Brand & Trade Name @ CLE 2020



\* Not fully listed, only as examples

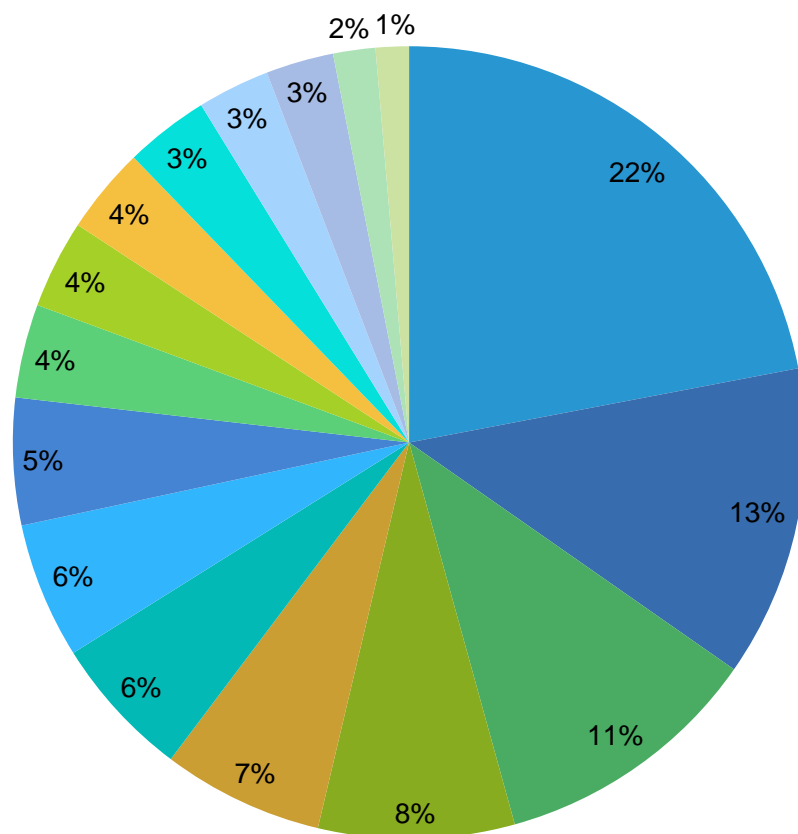
## Chapter 2: Our Attendees



**Professional Attendees at CLE 2020: 69,433**  
**(A slight growth despite the impact from COVID-19)**



## Attendees at CLE 2020 by Industry Category



- Toys / Non-Video Games
- Apparel / Accessories
- Product Design / Advertising
- Infant & Kids Products
- Others
- Stationery / School & Office Supplies
- Food / Beverage
- LBE / Theme Space
- Gifts / Collectibles / Souvenirs
- Media Distribution / Internet Platform
- Consumer Electronics
- Publishing / Music / Video
- Home Décor / Housewares / Home Textiles
- Software / Video Games / App
- Health / Beauty Products
- Sporting Goods





## Key Attendee Companies



Metersbonwe  
美特斯邦威

PEACE 太平鸟

森馬  
Semir



SUNVIM  
孚日集团



貝因美  
BEINGMATE



PHILIPS

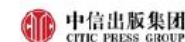
Haier

lenovo 联想



Johnson & Johnson  
强生

LION 狮王



洪恩教育  
Human Education

LAWSON  
罗森

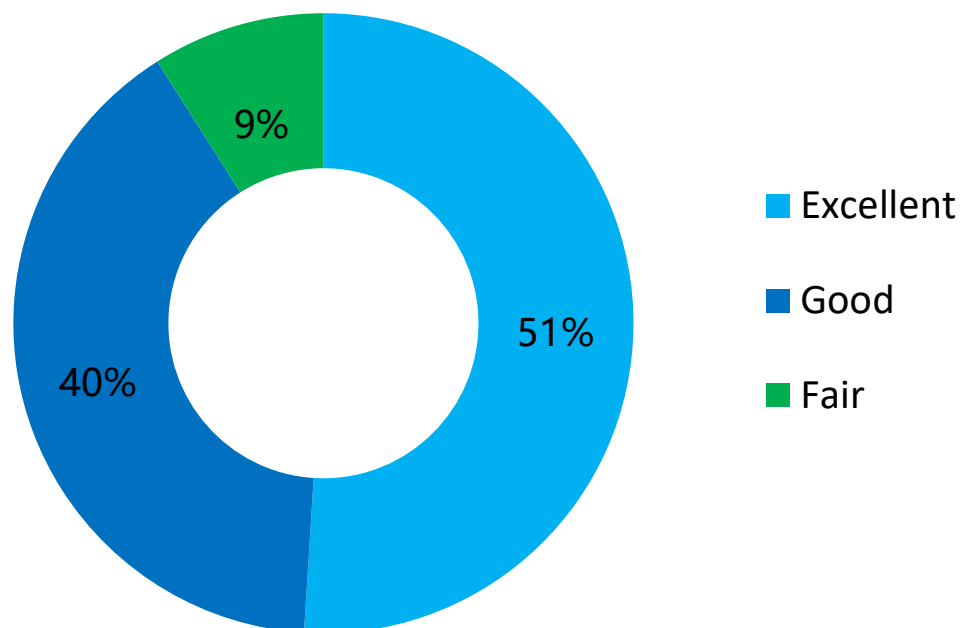


\* Not fully listed, only as examples

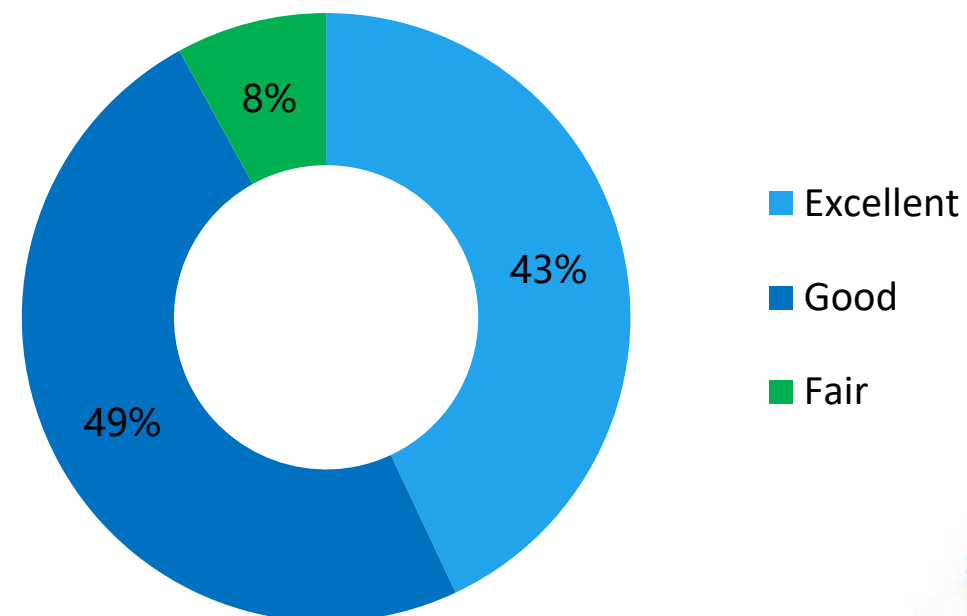


## Attendees Feedback

Overall Satisfaction with CLE 2020



Satisfaction with Exhibited Brands at CLE 2020



## Chapter 3: On-Site Activities

## The 12th China Licensing Summit (CLS)

- ✓ China Licensing Summit, as one of the most popular on-site CLE events, has been organized for 12 editions.
- ✓ Supported by the Ministry of Culture and Tourism.
- ✓ The keynote speakers invited are top leaders of leading companies, such as Nice Boat Animation, Shanghai Animation Film Studio, Jahwa, AVIC Universal Culture Diffusion, Alifish, and iQIYI.
- ✓ More than 400 audience attended.



## Match-making Conference on Licensing of Museums Properties

- ✓ Supported by the National Cultural Heritage Administration.
- ✓ Focused on the licensing business of museums and culture properties.
- ✓ Keynote speakers invited are top leaders of leading museums and companies, such as the Palace Museum, Dunhuang Academy China, Shaanxi History Museum, Universal, Jahwa, etc.
- ✓ About 50 audience attended, including 9 museums and 22 licensee companies.







## Match-making Conference on Licensing of Culture and Tourism

- ✓ Supported by the Ministry of Culture and Tourism.
- ✓ Focused on the topics of Crossover Cooperation of properties and brands in culture and tourism sector.
- ✓ Keynote speakers invited are top leaders of leading licensors and tourism groups such as Hasbro, Mattel, SUNAC, etc.
- ✓ About 80 audience attended.







## Annual Conference of China Licensing Federation

- ✓ Organized by China Licensing Federation.
  - ✓ 26 national industry trade association and their leading members attended, such as industries in Home Textile, Stationery, Furniture, Watches and Clocks, etc.
  - ✓ Key licensor and licensee companies joined in the annual conference to share their experience of in licensing business growth.
  - ✓ About 100 audience attended.
- 
- 
- 

## CLE Night & CLE Star Awards Ceremony

- ✓ CLE Awards are initiated by China Licensing Federation and CLE Organization Committee.
- ✓ To honor the best-performed properties, licensing products, licensees and retailers of the year.
- ✓ Over 1000 projects applied for 21 awards in 2020, including licensors, properties, licensees, licensing products, licensees, and retailers.





## IP Fashion Show

- ✓ Held alive for the first time at CLE.
- ✓ Two days of schedule, to display the licensed products in fashion world, including apparels, accessories, bags and suitcases, sporting goods, and toys.
- ✓ Licensors involved were in animations, cartoons, museums, movies, corporate brands, NGOs.
- ✓ Licensees from Universal, Hasbro, Mattel and other companies joined the fashion show.
- ✓ More than 400 audience in all attended.





## Over 30 On-Site Activities @ CLE 2020

- ✓ Live Video Streaming
- ✓ Exhibitor Seminar
- ✓ China Licensing Training Program
- ✓ China Licensing Alumni
- ✓ Forums on Licensed Products
- ✓ CLE Star Awards Showroom
- ✓ Museum Art Cafe Lounge
- ✓ Football Fans Club
- ✓ Character Parade
- ✓ And more ....





# Chapter 4: Marketing & Promotion

## 122 Press & Media Partners, CLE Keep Hitting the Headline

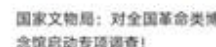
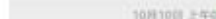
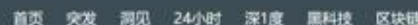
- ✓ China Licensing Expo 2020 has attracted wide publicity by 122 Press and Media, covering national & overseas news agencies, magazines, websites, and social media.







发稿时间: 2020-10-16 1



国庆期间，文博行业发生哪些



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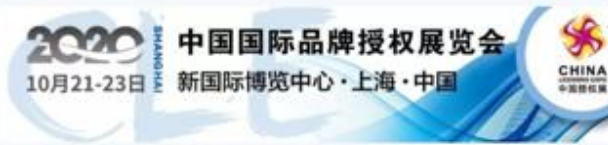
10月22日 上午07:31



博物馆 IP 授权，正在成为风口！



<http://www.jewelry.hc360.com> 2020年09月18日10:42 TTT



盼望着，盼望着，九月金秋都来了，CLE中国授权展的脚步还会远吗？是的，亚洲规模最大、行业影响力最强、被授权专业观众覆盖面最广的**第14届CLE中国授权展**，即将在**10月21-23日，上海新国际博览中心**开幕。



美泰是全球领先的儿童娱乐公司，专注于优质玩具和儿童消费品的设计和生 产。美泰凭借旗下 一系列的世界知名品牌，以及 与全球其他知名娱乐公司合作或授权的品牌，为消费者带来更丰富的 产品体验。本期，我们专访了美泰有限公司，一同探讨美泰的授权业务经验。

2006-06-22 09:48:12 来源: 中国新闻网

作为全球IP布局亚洲市场优质平台，第14届CLE中国授权展将于10月21-23日在上海国际博览中心开幕。《品牌授权》杂志特此推出CLE授权展专刊，推介现场IP授权形象、授权新品及授权合作项目，帮助观众还可以在琳琅满目的IP阵容中找到合适的合作伙伴。

本期,《品牌授权》杂志专访了C11授权展优质展商欧漫达高文化传媒,欧漫达高总经理董美娟带我们走进了旗下狐狸夫人和狗嘴先生、小兔汤姆等IP新规划,并分享欧漫达高授权的成功经验。



10月23日 晚上22:41



动画少年志，抒写中国强：超维互娱IP亮相外滩夜空



最专业的文艺投资人

长三角动漫产业高峰论坛顺利举办，共  
商后疫情时期生存之道

的中国品牌授权和  
业务转化和升级。  
行授课，深入浅出

IP授权领域的掘金人：从市场运营到品牌金手指



9/20/2018 08:12:43



5部国产动画9月开播，爱国与抗疫题材连续播出！三文娱国漫月旦评第3期



动画爱好者的盛会来了：费那奇 202  
京动画周观影总攻略！



一起走进故宫、陕西博、大英博物馆……





## Offline Promotion & Advertisement







## Online Promotion & Advertisement

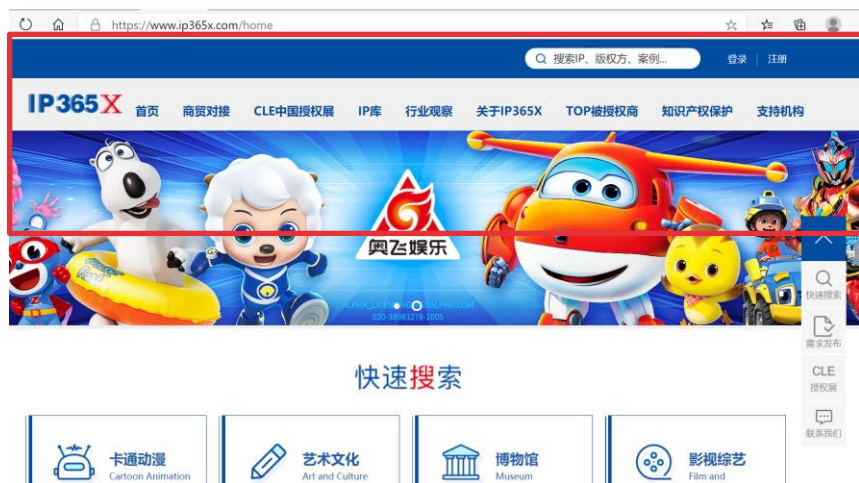
The collage displays several websites related to the 2020 China International Brand Licensing Expo (E1-E3馆, 新国际博览中心, 上海, 中国). The websites include:

- 中国轻工业联合会 (China National Light Industry Council)**: Features the expo banner for October 21-23, 2020.
- 中国家纺网 (Hometex.org.cn)**: Promotes the expo with a banner.
- 61EF.cn (童装展会)**: Promotes the expo with a banner.
- 中国授权展 (China International Licensing Expo)**: Features a banner with the text "FASHION 时尚".
- 食品商务网 (Food Business Network)**: Promotes the expo with a banner.
- 展会查询 (Exhibition Search)**: A form for searching exhibitions, including fields for keywords, start/end times, and a submit button.
- 中国国际品牌授权展览会 (China International Brand Licensing Expo)**: A detailed page with event information, including the date (2020.10.21-23), location (新国际博览中心, 上海), and a QR code for registration.

## IP365X - Properties Online Registration & Match-making

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

Website: [www.IP365X.com](http://www.IP365X.com)





- ✓ The only magazine focused on licensing industry in China.
- ✓ Over 200,000 subscription online and offline.
- ✓ Interview and advertising for over 50 companies in the CLE 2020 Special Edition.



## CLE on WeChat Social Media

- ✓ WeChat is the largest social media platform in China.
- ✓ CLE WeChat official account was started in 2015, and now a well-known social media in the licensing industry. A business-to-business social media focusing on the licensor and licensee companies.
- ✓ 20,000 followers in professional business on CLE WeChat Account.



国际头部IP齐聚CLE中国授权展，传奇影业、东映动画、Discovery都来了！

礼遇东西——中外博物馆携手探索文创合作新模式



哈佛&耶鲁学院派IP，品牌授权的新花样



网红IP亮相CLE中国授权展，非人哉、混知、新世相、小刘鸭闪亮登场

2020年参观CLE展会有这些新变化！请收藏这份观展指南！



日本IP展团来了，这次他们带来的是.....



潮玩IP强势来袭CLE中国授权展，泡泡玛特、52Toys、IP小站带你潮

今年第一场线下授权培训课终于来了！竟然还免费！



欧洲航天局来了！以“信任”为基石，为被授权商创造无限商机



艺术时尚IP闪亮登场CLE中国授权展，草莓音乐节、中国航天、tokidoki都...

“IP无界 授罗万象”T台秀惊艳来袭！IPx时尚还能这么玩？！



雷曦携小P优优等众多IP亮相中国授权展





## CLE Official Website

[www.chinalicensingexpo.com](http://www.chinalicensingexpo.com)

- ✓ 24/7/365 non-stop marketing and promotion for exhibitors and properties.
- ✓ Official source for visitors to seek for licensing industrial information and properties & brands.

China International Licensing Expo  
中国国际品牌授权展览会

2020年10月21-23日  
中国·上海·新国际博览中心



交通指南



展后报告



展会视频



品牌新闻



往届回顾



参观理由



精英培训



展馆分布




## Chapter 5: More than CLE...



## About CTJPA



**China Toy & Juvenile Product Association,  
Organiser of China Licensing Expo since 2007.**

- ✓ **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+
- 
- 
- 

## China Licensing Professional Academy

- ✓ Provide training programs to licensing professionals including licensing basic knowledge & theory, and the practical skills.
- ✓ Full time 3-7 days training program in Beijing, Shanghai, Guangzhou, Shenzhen and other cities.
- ✓ More than 30 online training programs were held in 2020.
- ✓ Over 2,000 trainees received training from the Academy. (online audiences not included)

### 2019数字文化产业研修班(品牌授权方向)



keeps active in industry communication and





# China Licensing Industry Report

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

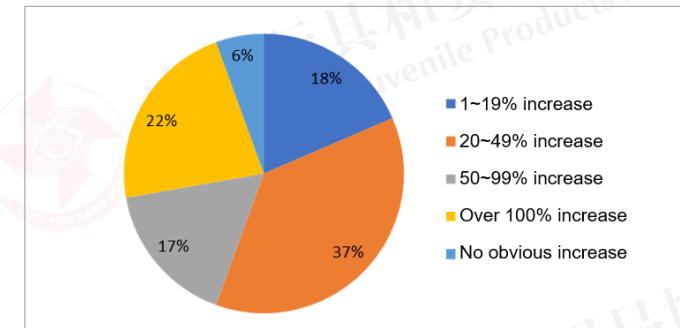
## Content

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

### 3.6 Increase of merchandise sales driven by licensing

In the survey, 94% of the distributors expressed that licensed merchandise generally higher than sales of similar other products without properties. 3 distributors witnessed over 50% increase of merchandise sales driven by licensing.

Chart 3-7 Increase of merchandise sales driven by licensing



### 7.2.6 Opportunities epidemic may bring to licensing industry

In this survey, enterprises also noticed the change of people's living and consuming habits amid the epidemic, which may bring new opportunities to the licensing industry. Top three opportunities that the epidemic may bring included short videos (51%), live streaming videos and goods sale (46%), and game sector (43%).

Chart 7-11 Opportunities epidemic may bring to licensing industry

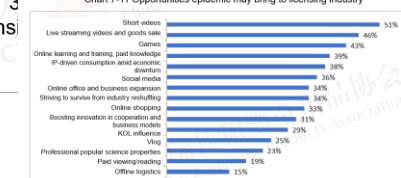


Chart 4-10 Investment and financing events in entertainment sector (2010-2019)



## Licensing Ecosystem 2021 - Crossover with Licensee Industries

- ✓ Mar: Food & beverage industry
- ✓ Apr: Gifts and premium industry
- ✓ May: Beauty & health industry
- ✓ May: Bakery industry
- ✓ Jun: Stationery industry
- ✓ Jul: Daily-use articles industry
- ✓ Oct: Food & beverage industry
- ✓ Oct: Gifts and premium industry





## Licensing Ecosystem 2021 - Crossover Promotion with Licensee Industry

| Month     | Exhibition  | Partner Company                           | Venue  |
|-----------|---|---|--|
| June      | China International Gift and Home Products Fair                                 | Reed Huabo Exhibitions                    | Shenzhen World Exhibition & Convention Center      |
| July      | China Daily-Use Articles Trade Fair & China Modern Home Expo                    | Reed Huabai Exhibitions                   | Shanghai New International Expo Center             |
| July      | China Beauty Expo   | Guangzhou Jiamei Exhibition               | National Exhibition and Convention Center          |
| August    | The China Beijing International Gifts, Premium & Houseware Exhibition           | Reed Huaqun Exhibitions                   | China International Exhibition Center              |
| August    | China International Trade Fair for Home Textiles and Accessories-Autumn Edition | China Home Textile Association            | National Exhibition and Convention Center          |
| September | China International Beauty Expo   | Guangzhou Jiamei Exhibition               | China Import and Export Fair Complex               |
| September | The China Stationery Fair   | Comexposium-CSF(Shanghai)                 | Shandong International Exhibition Center           |
| October   | China Food & Drinks Fair  | China Sugar & Alcohol Group Corporation   | Western China (Ji'nan) International Expo City     |
| November  | China Shanghai International Children's Book Fair                               | BolognaFiere China                        | Shanghai World Expo Exhibition & Convention Center |
| November  | Beijing International Jewelry Fair  | Gems & Jewelry Trade Association of China | China International Exhibition Center              |

\* Not fully listed, only as examples

## Licensing Ecosystem 2021 – National Industrial Association Partners

|   |   |
|---|---|
| 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                 |





# China Licensing Expo 2021 (The 15th Session )



- ✓ **Date:** October 19-21, 2021
- ✓ **Venue:** Hall E1/E2/E3, Shanghai New International Expo Center
- ✓ **More than CLE:** 4 Expos to hold concurrently





# See you at CLE 2021!



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## October 19th-21st, 2021

### Hall E1/E2/E3

## Shanghai New International Expo Center, China



#### Contact Us:

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E-mail: gary\_li@tjpa-china.org

**Fisher Yu**  
(For exhibiting)  
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**Alice Yang**  
(For marketing)  
Tel: 86(10) 68293663  
E-mail: alice\_yang@tjpa-china.org