



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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Chapter 1: Our Exhibitors



Key Facts of CLE 2020

➤ **Organizer:**



➤ **Sponsor:**



➤ **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

➤ **Strong Government Support:**

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



Full Coverage of 11 Categories in Properties



1800+
Properties

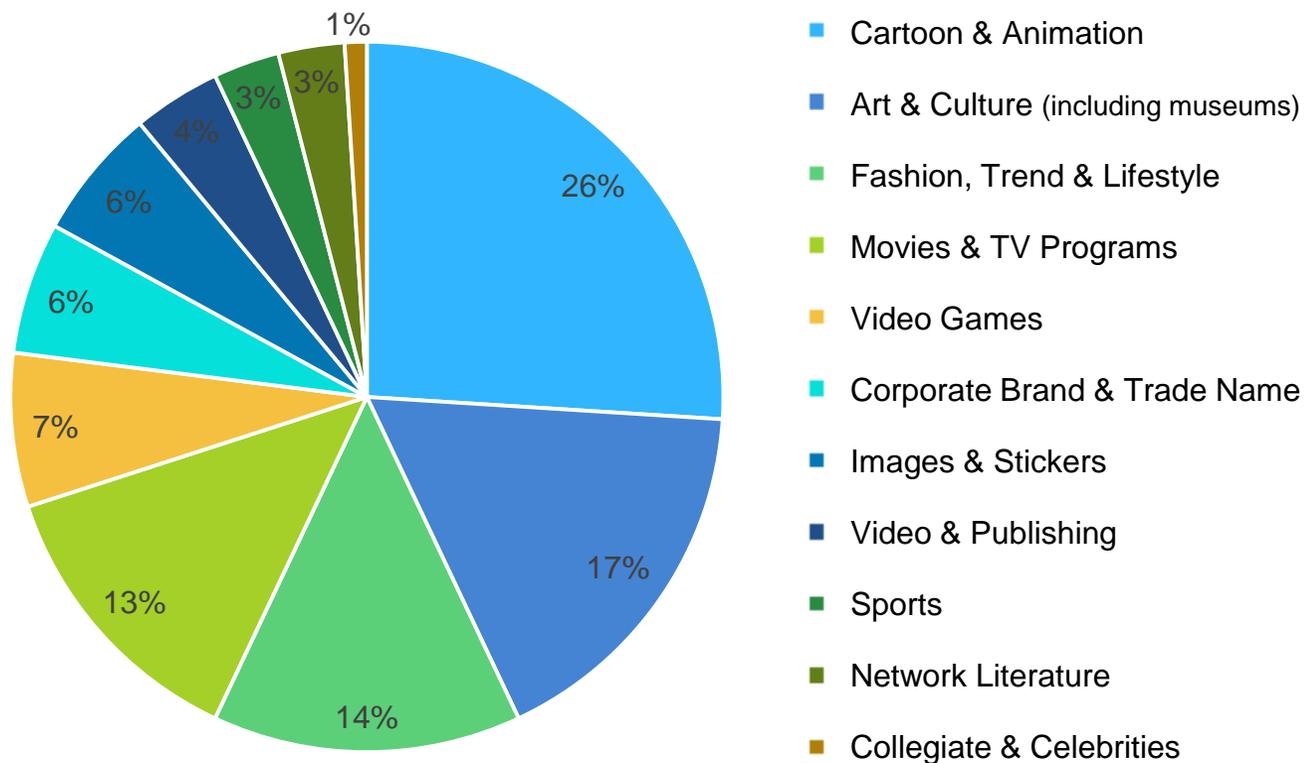


Coverage of 11
categories in brands
& properties



Exclusive Giant
Exhibitors

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

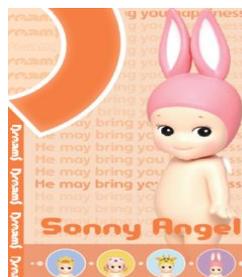


tokidoki



Benesse
倍乐生

Dreams



* Not fully listed, only as examples



Exclusive Exhibitors in Domestic Licensors



POP MART



分子互动
FENZ

非人哉

* Not fully listed, only as examples



Exclusive Exhibitors in Licensing Agents



HORIZON



San-✿



艺洲人



红纺文化
CHINA BRANDS GROUP



LICENSING
MATTERS

HARVARD
UNIVERSITY



* Not fully listed, only as examples



Exclusive Overseas Pavilions

TOTAL
LICENSING
European Pavilion



CBLA
Character Brand Licensing Association
Japan Pavilion



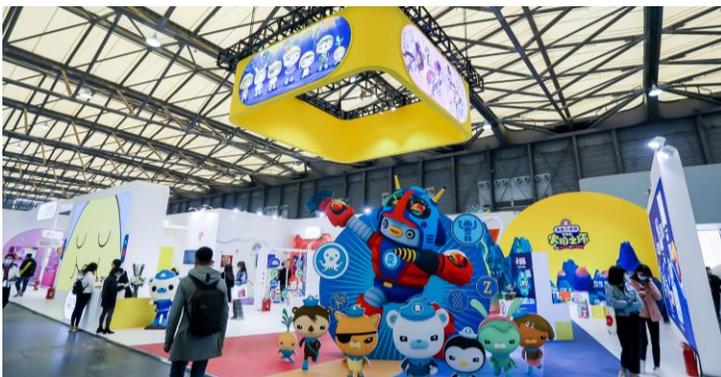
T↑CGA
Chinese Taipei Pavilion



* Not fully listed, only as examples



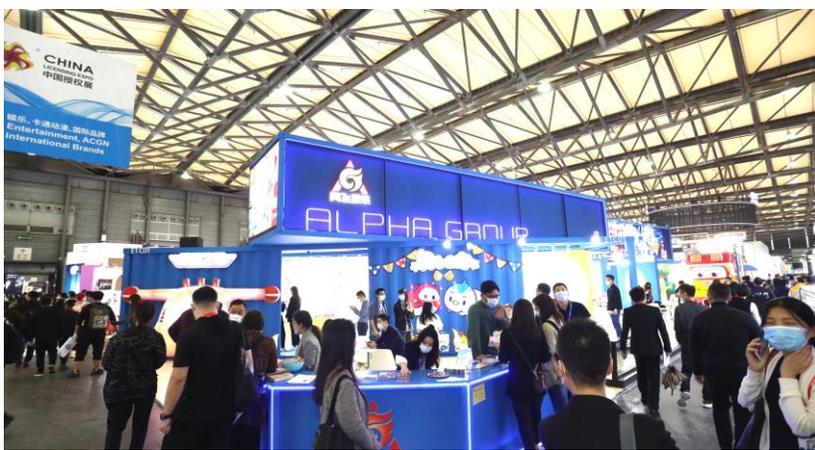
Cartoon & Animation @ CLE 2020



* Not fully listed, only as examples



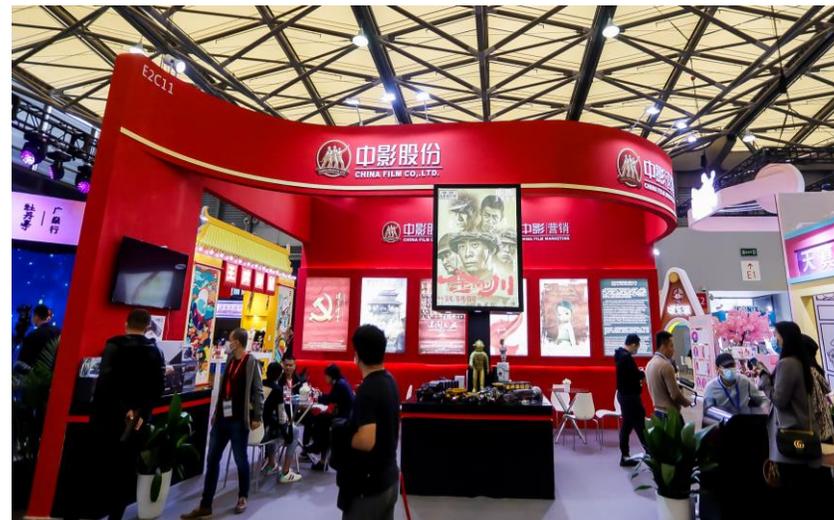
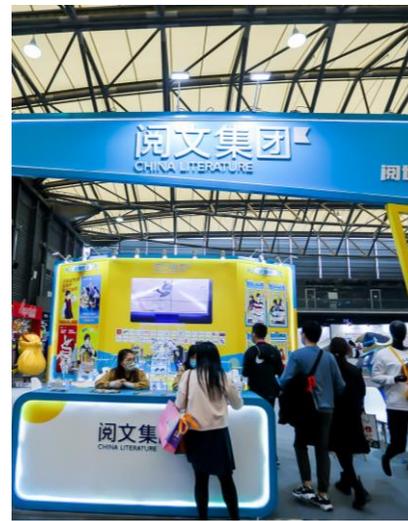
Cartoon & Animation @ CLE 2020



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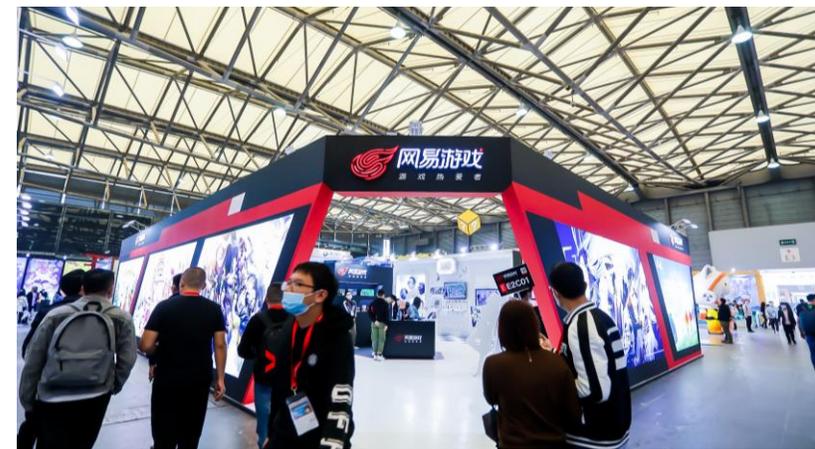


Movies & Streaming Media Programs @CLE 2020



* 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

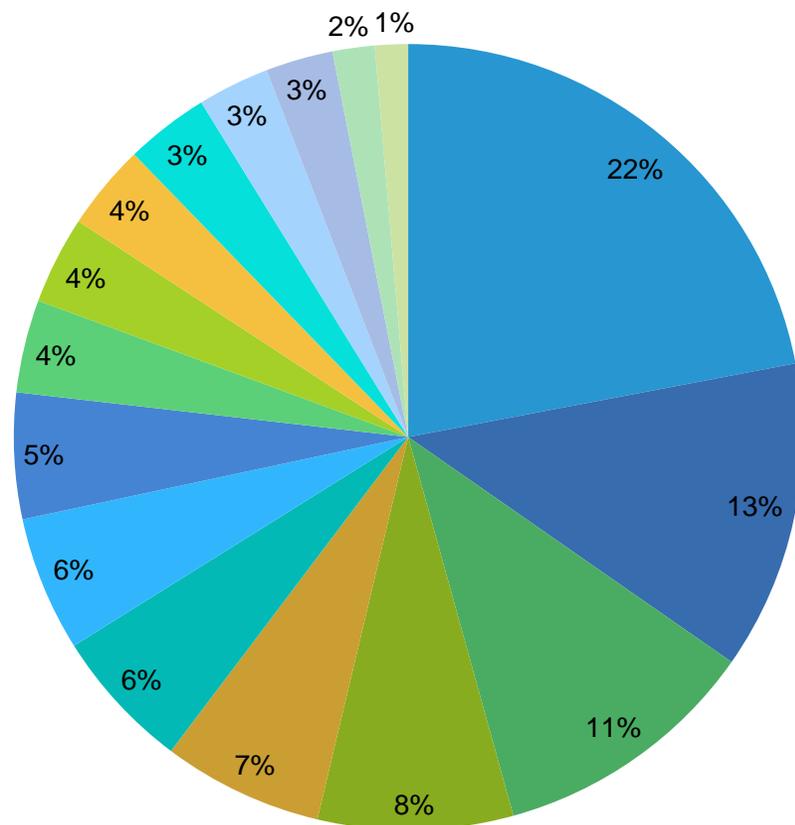


Professional Attendees at CLE 2020: 69,433

(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
BEINOMATE



PHILIPS

Haier

lenovo 联想



Johnson & Johnson
强生

LION 狮王



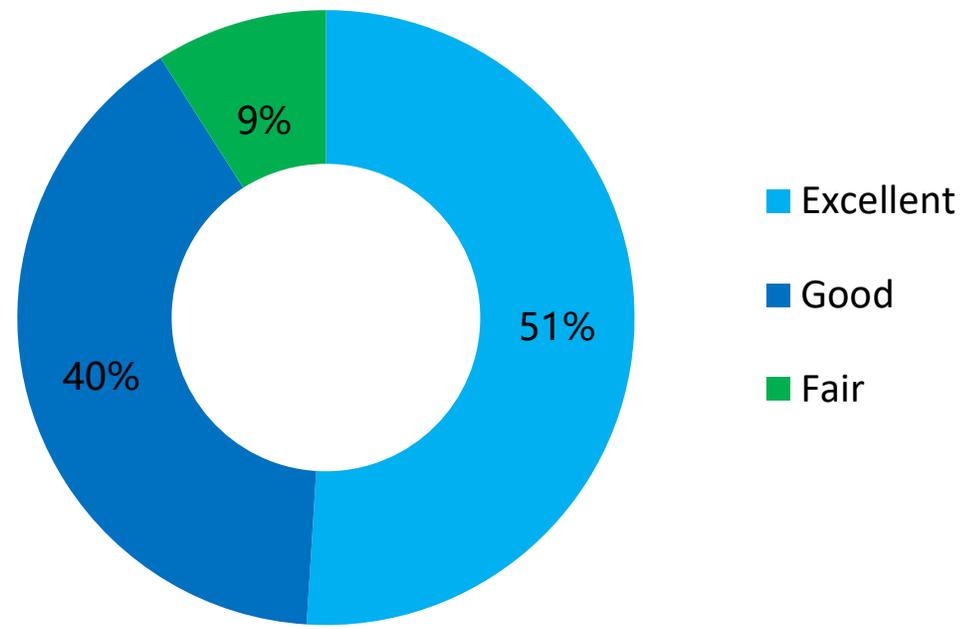
洪恩教育
Human Education



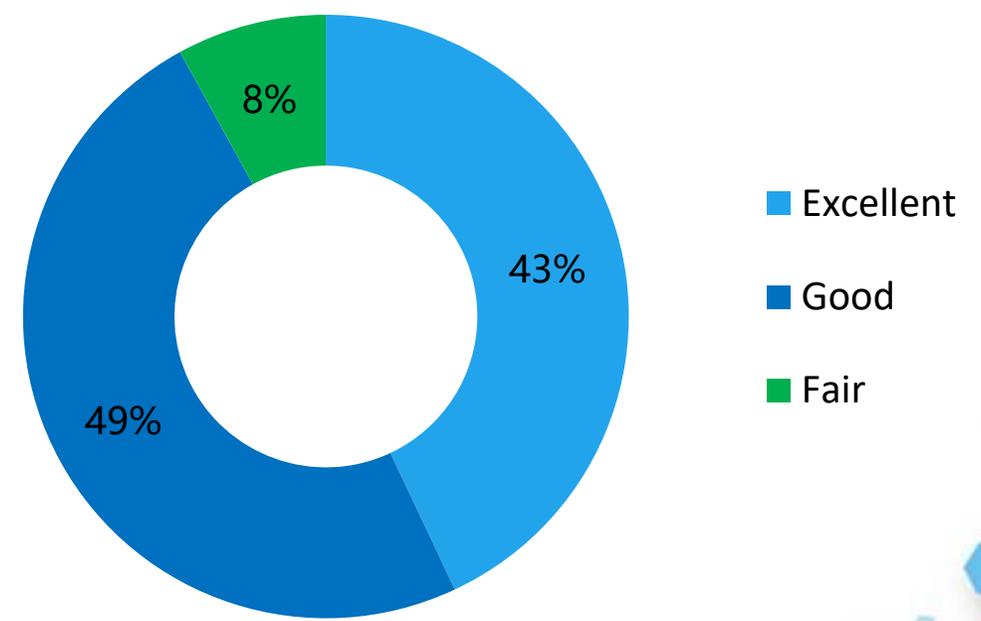
* Not fully listed, only as examples

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.



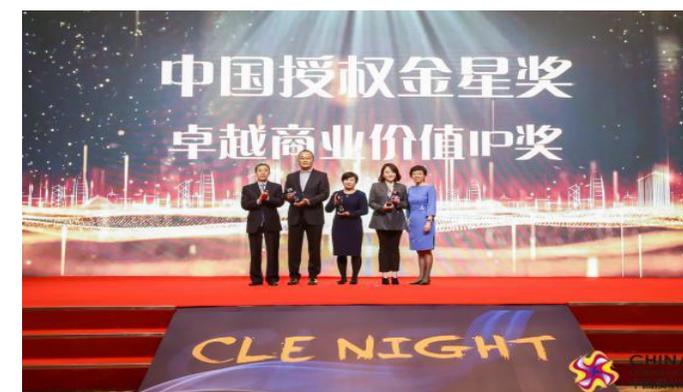


Annual Conference of China Licensing Federation

- ✓ 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.



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.



2000+ Media Coverage & Report



财经界-国内权威的财经金融文
WWW.CNCJJ.COM

游戏IP巨头亮相CLE中国授权展

发稿时间: 2020-10-16 1

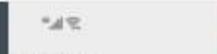


IT商业新闻网
ITXINWEN.COM

首页 突发 洞见 24小时 深1度 黑科技 区块链

专访美泰 | 授权产品要和电商及内容推广多结合

2020-10-19 11:05:45 来源



文博圈

10月10日 上午07

国内外大IP云集，文博行业将开幕!

国家文物局: 对全国革命类博物馆启动专项调查!

国庆期间, 文博行业发生哪些?



新华网
WWW.XINHUANET.COM

资讯·频道 我要投稿 投诉电话: 15001380073

首页 资讯 商业 社会 军事 本地 视频 图片 时尚 体育

第十四届CLE中国授权展开幕, 品牌授权创新商业赋能

时间: 2020-10-22 13:21:31 来源: 企业供稿

CLE中国授权展是中国商务部批准的, 以“品类最齐全、被授权专业观众覆盖面最广”的专业展会, 今年已经迎来第十四届, 历经十四年的打磨, 已成为品牌授权业务的最佳商贸平台。

博物馆IP授权, 正在成为风口!

2020 SHANGHAI 中国国际品牌授权展

10月21-23日 新国际博览中心·上海·中国



2020 中国国际品牌授权展览会
10月21-23日 新国际博览中心·上海·中国

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... 美泰凭借旗下的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。

欧洲漫画代表欧漫达高亮相CLE授权展, 展示小兔汤姆等人气IP

2020-09-22 09:49:12 来源: 品牌网

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10月21-23日在上海新国际博览中心开幕。《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, 帮助观众到场可以在琳琅满目的IP情景中找到合适的合作伙伴。

本期, 《品牌授权》杂志专访了CLE授权展优质展商欧漫达文化传媒, 欧漫达总经理董美娟介绍了旗下狐狸夫人和狗熊先生、小兔汤姆等IP新规划, 并分享欧漫达高授权的成功经验。

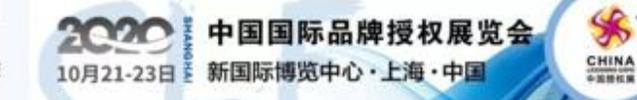


慧聪网
HC360.COM

慧聪珠宝首饰网首页 > 行业资讯 > 行业新闻 > 国内新闻 > 正文

CLE中国授权周预告来了! 辣么好玩! 怎么能少了你?!

http://www.jewelryhc360.com 2020年09月18日10:42 TTT



2020 SHANGHAI 中国国际品牌授权展览会
10月21-23日 新国际博览中心·上海·中国

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。

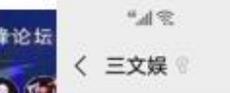


衍生品弄潮高峰论坛
关于衍生品弄潮, 52TOYS+Hobby+萌奇+十二栋+潮玩族+艾漫说

动画爱好者的盛会来了: 费那奇202京动画周观影总攻略!

5部国产动画9月开播, 爱国与抗战题材接连播出! 三文娱国漫月总评第3期

《旅行IP入驻CLE中国授权展, 一起走进故宫、故宫博物院、大英博物馆...



三文娱

10月23日 晚上22:41

第14届中国授权展举行, 《超级飞侠》等获金星奖, 多项重磅会议召开

衍生品项目展示推介: 10月21日上午, 最具最专业的文策投资人

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

动画少年志, 抒写中国强: 超维互娱IP亮相外滩夜空

IP授权领域的掘金人: 从市场运营到品牌金手指



Offline Promotion & Advertisement





Online Promotion & Advertisement

The collage features several key promotional elements:

- China National Light Industry Council (中国轻工业联合会):** Promotes the 2020 China International Brand Licensing Expo (2020年10月21-23日 中国国际品牌授权展览会) at the Shanghai New International Expo Center.
- Hometex.org.cn:** Promotes the China Textile Home Textiles Expo (中国家纺) with a banner for the licensing expo.
- 61EF.cn:** Promotes a children's clothing exhibition (童装展) with the slogan '相信品牌的力量' (Believe in the power of brands).
- 21 Food Business (食品商务网):** Promotes a food expo with a banner for the licensing expo.
- China International Brand Licensing Expo Banners:** Multiple banners for the expo, including one for 'FASHION 时尚' and another for '童装展'.

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



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

- ✓ 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



The screenshot shows the homepage of the China International Licensing Expo website. At the top, there is a navigation bar with links for 首页 (Home), 关于CLE (About CLE), 展商中心 (Exhibitor Center), 观众中心 (Audience Center), 媒体中心 (Media Center), 活动中心 (Activity Center), 下载中心 (Download Center), and 商旅服务 (Business Travel Services). Below the navigation bar is a large blue banner with the logo of the China Toy & Juvenile Products Association (中国玩具和婴童用品协会) and the text "365云展会 全年随时E对接!" (365 Cloud Expo, Full-year anytime E-connection!). Below this, it lists "150000+买家" (150,000+ buyers), "20000+展品" (20,000+ products), and "2500+展商" (2,500+ exhibitors). A magnifying glass icon is also present on the right side of the banner.





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



- 徐卫东 老师**
中国IP界第一人
中国品牌授权精英学院
首席讲师
品牌授权专家
品牌授权培训师
品牌授权培训师
品牌授权培训师
- Billy Wong 老师**
产品创意-好看的皮囊+有趣的灵魂
中国品牌授权精英学院
品牌授权培训师
品牌授权培训师
品牌授权培训师
- 郭韵青**
经典IP如何让品牌/产品突围
中国品牌授权精英学院
品牌授权培训师
品牌授权培训师
品牌授权培训师
- 洪婉纯**
如何选择合适的IP
中国品牌授权精英学院
品牌授权培训师
品牌授权培训师
品牌授权培训师



China Licensing Industry Report

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

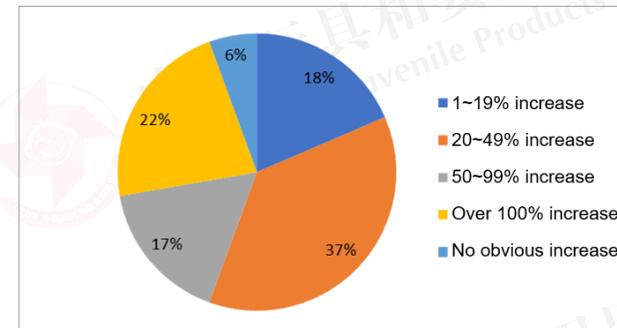
Content

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

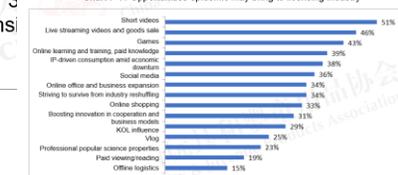
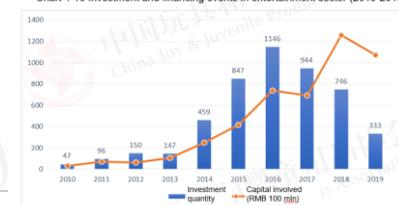


Chart 4-10 Investment and financing events in entertainment sector (2010-2019)




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

中国品牌授权行业发展报告 (2019)

北京时间3月29日-30日，第十一届中国玩具和婴童用品行业大会在苏州太湖会议中心隆重举行，中协协理会长发布了《2019年中国玩具和婴童用品行业发展白皮书》和《2019年中国品牌授权行业发展白皮书》两大权威数据报告。

《2019年中国品牌授权行业发展白皮书》是中国玩具和婴童用品协会连续三年发布此类报告，也是全球唯一一份针对我国品牌授权行业的发展白皮书。本次行业白皮书，中协协理会长和中协协理副会长单位专家顾问组，从我国授权IP、被授权商、授权产品市场以及授权产品等多维度分析我国品牌授权行业现状，通过对授权商、被授权商、渠道商、以及消费者等调查，用大数据洞察品牌授权行业发展趋势，为中国授权行业的发展提供了行业发展趋势和市场需求，进一步明确发展方向。

Licensing Ecosystem 2021 - Crossover with Licensee Industries

- ✓ 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



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





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October 19th-21st, 2021

Hall E1/E2/E3

Shanghai New International Expo Center, China



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