



中国玩协授权行业分会
LICENSING COUNCIL OF CHINA



CHINA
LICENSING EXPO
中国授权展

EXPAND YOUR LICENSING BUSINESS IN CHINA

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4. Brand Promotion

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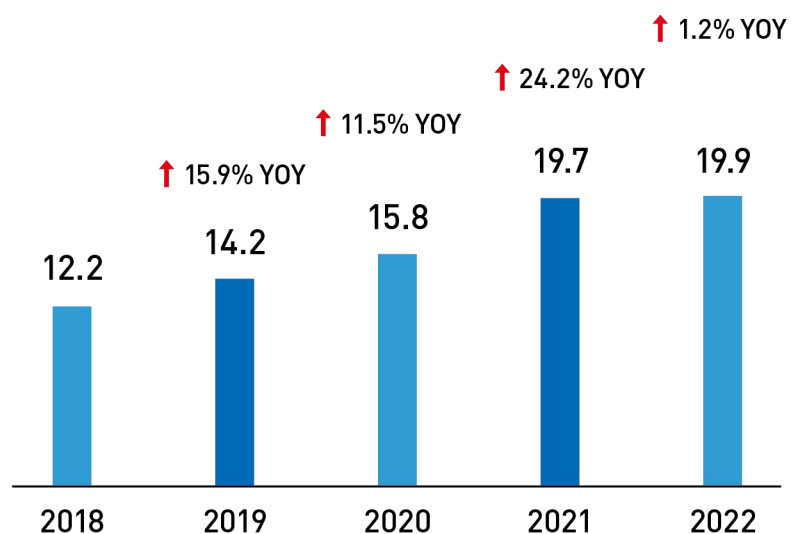
CHAPTER 1

Market Potential

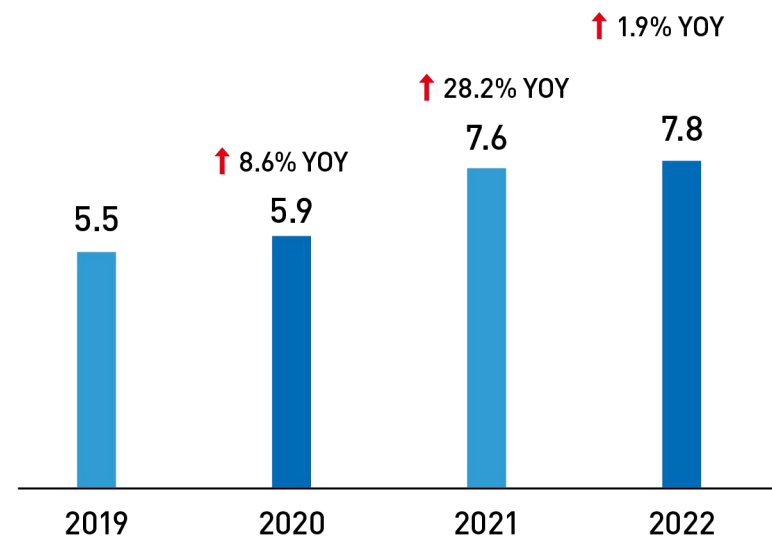
● MARKET POTENTIAL

According to China Licensing Industry Report, China licensing market shows great potential with a continuous growth in both retail sales of licensed merchandise and royalty revenue from 2018 to 2022.

Retail Sales of Licensed Merchandise
(Billion Dollars)



Royalty Revenue (Billion Dollars)



* **Source:** China Licensing Industry Report

02

—— CHAPTER 2 —— Licensing Council of China

Licensing Council of China

Licensing Council of China is the only national trade association focused on China licensing industry. With the support of government organizations, we dedicate to increase awareness of the benefits of licensing, raise professional expertise and promote the growth of China licensing by collaborating with national associations of licensee industry.

01 Supporting Government Organizations

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

02 Collaborating Associations of Licensee Industry

- China National Light Industry Federation
- 26 national trade associations including Home Textile, Clothing, Bakery & Confectionary, Beauty & Cosmetic, Food & Beverage, Leather products, Jewelry, Stationary, Sports, Gifts.

● Major Tasks of Licensing Council of China



Strategic
Planning



Trade
Fostering



Brand
Promotion



Statistics
Reporting



Charity
Donating



Omni-media
Operating



International
Collaborating

03

CHAPTER 3

Trade Fostering

● Trade Promoting



01 **China Licensing Expo**

02 **IP365X Online Platform**

03 **Offline Match Making Events**



China Licensing Expo



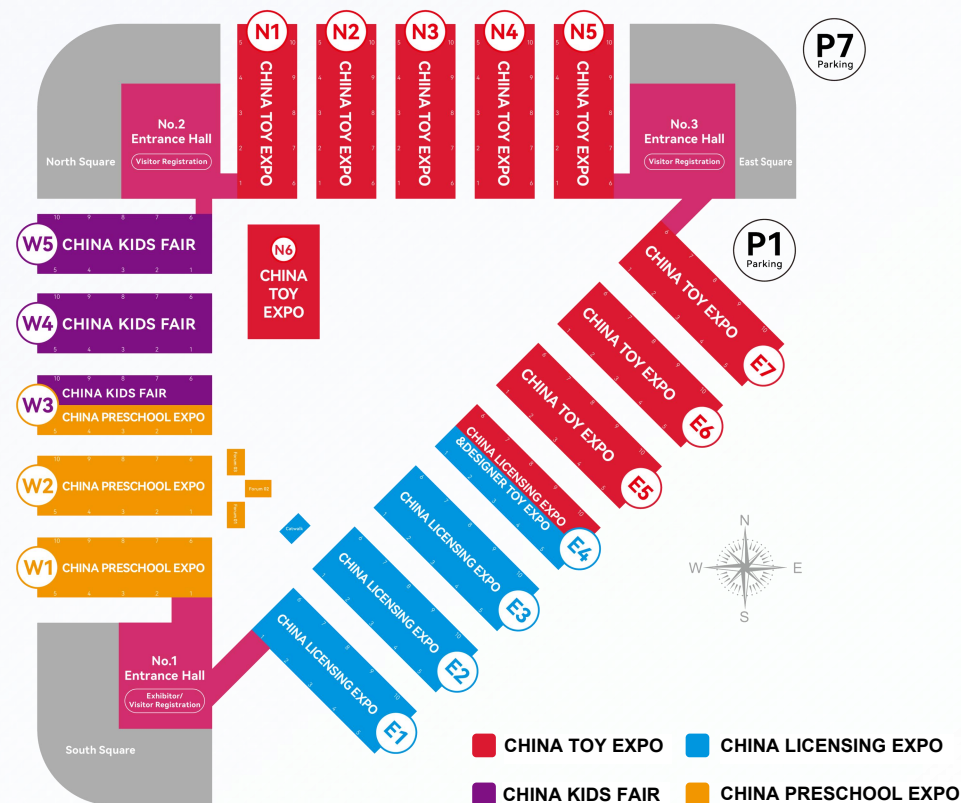
17th China Licensing Expo

Exhibition Introduction

Founded in 2007, CLE has been held for 16 editions and becomes the largest licensing show in Asia.

Keywords

- Expected Exhibition Area: 45,000m²
- Expected Number of IPs on Display: 2,500+
- Expected Proportion of International Exhibitors: 50%+
- Expected Number of Attendees: 85,000+



● International Exhibitors and Pavilions at CLE

International Exhibitors and IPs:

Peppa Pig, Transformers, Barbie, Paramount Studio, NBA, Ubisoft, Pancoat, Legendary, LINE FRIENDS, WildBrain, Bandai Namco, Pokémon, Horizon, Hello Kitty, Ultraman Series, Anpanman, Snoopy, Doraemon, The Little Prince, SpongeBob SquarePants, ZANMENG LOOPY, B.Duck, Kumamon, British Museum, Pierrot, Moonbug, National Portrait Gallery, F.C. Internazionale Milano, FC Barcelona, Jaguar, Landrover, and more.

International Pavilions:

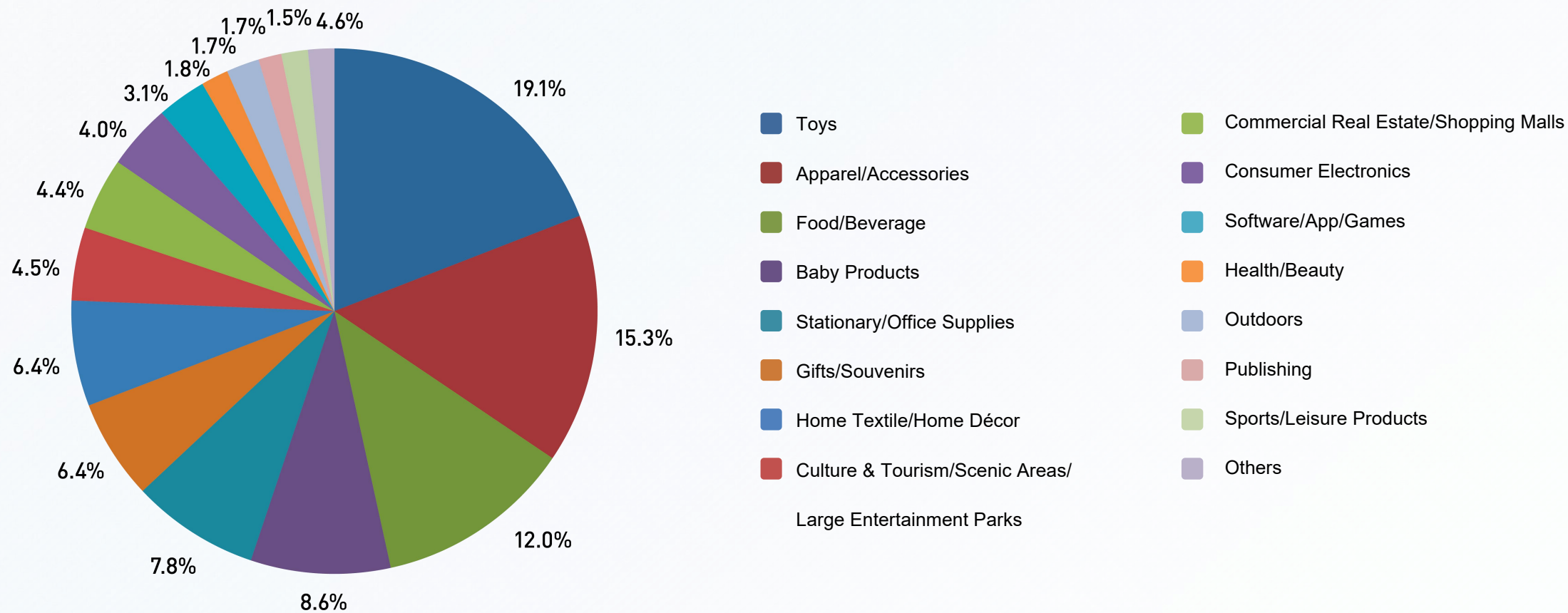
International pavilions includes South Korea, Japan, Europe, the United States, Hong Kong and Chinese Taipei and more.



Exhibitors and IPs by Category at CLE

- **Cartoon & animation:** Transformers, Barbie, Pokémon, Ultraman Series, Anpanman, Peppa Pig, Snoopy, Doraemon, The Little Prince, SpongeBob SquarePants, ZANMENG LOOPY, Boonie Bears, and more.
- **Images & emoticons:** Hello Kitty, LINE FRIENDS, Pancoat, B.Duck, Kumamon, and more;
- **Fashion & lifestyle:** POP MART, tokidoki, 52 Toys, Toycity, TNT Space, Laura, Nanci, and more;
- **Arts & museum:** British Museum, The Palace Museum, National Museum of China, Art Exhibitions China, The Metropolitan Museum of Art, National Portrait Gallery, and more;
- **Corporate trademarks & brands:** Playboy, AVIC Culture, CASC, Jaguar, Landrover, McLaren, Shell, BMW, Discovery, Pantone, OUTDOOR, and more;
- **Movies & TV programs:** Paramount Studio, Legendary, The Wandering Earth, The Chosin Lake, and more;
- **Video games:** Plants Vs Zombies, Assassin's Creed, Raving Rabbids, Eggy GO, Onmyoji, EudemonsCollection, Honor of Kings, and more;
- **Sports:** NBA, F.C. Internazionale Milano, FC Barcelona, Club Atlético de Madrid, The Jockey Club, PSG, and more;

● Visitors by 16 Key Licensee Category at CLE



VIP Licensee Companies in Major Licensee Industry at CLE

- **Clothing:** NIKE, Adidas, Heilan Home, PUMA, Semir, E·LAND, 361° , Qiaodan, Anta, Li-Ning, HongXing Erke, Bosideng, and more
- **Toys:** Steiff, Kidsland, PLAYMOBIL, Guanyi Toys, Epoch, ABFUN Toy, Hape, MuwanToys, Silverlit, YiKang Plush Toys, Jandoon, YiKang, and more
- **Food and Beverage Sector:** Chi Forest, Yanjing Beer, Jintan Limited, LaoJin MoFang, Want Want Group, Uni-President, Enterprises, YonHo Food (China) , Master Kong Holdings, Wei Chuan Foods Corporation, Shanghai Siwang Beverage, Jingtian Food and Beverage, PepsiCo Foods, and more
- **Stationery/Office Supplies Sector:** Picasso International Enterprise, Ningbo Deli Kebei Technology, True Color Stationery, Guangdong Unimass Stationery, Shanghai Hero, Shanghai M&G Stationery, Ningbo Guangbo Stationery Trading, and more
- **Retail Sector:** HEYTEA, LELECHA, Yum! Brands, Freshippo, KKV, X11, Oneidea, Qpokee, The Green Party, Lawson, Miniso, Jiumu M&G Store, and more

02

IP365X Online Platform



● IP365X App- 365-Day Online Match-making Platform

<https://www.ip365x.com/>



291,123

Pageviews



28,057

Inquiry Volume



2,500+

Properties

Advantages:

- 365 Display and exposure
- Promote to members of 26 national licensee industry trade associations we are collaborating
- Attract participants offline match-making events and CLE onsite activities
- CLE media resources containing CLE WeChat Official Account, RED Account, CLE Official Website
- Joint promotion with licensors



Offline Match-making Events

● Yearly round Cross-Industry Match-making Events

Partnership: 26 Licensee industry associations

Format: Successful case sharing + match-making

Place: Different production hubs

Key Industry:

- Food & Beverage
- Apparel and Home Textiles
- Shopping mall/Department Stores
- Culture & Tourism
- Toys/Baby products
- Beauty/Cosmetics



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CHAPTER 4

Brand Promotion

● China Licensing Summit (CLS)

Advisor:

Department of Industrial Development of the Ministry of Culture and Tourism

Organizer: Licensing Council of China

Participants: 300+

Speakers:

- Government officials
- IP owners and licensing agents with successful cases
- The top licensees
- Retailers



200+ Press & Media Partners, 2500+Media Coverage & Report, CLE Keep Hitting the Headline

- Extensive coverage of major national-wide media and local media
- Diversified licensee industry media and all kinds of social media
- Continuous news coverage, thematic topic planning to maintain the media buzz before CLE and at CLE

Central Media	 中国中央电视台	 新华社 XINHUA NEWS AGENCY	 新华网 www.xinhuanet.com	 中国网 china.com.cn	 人民网 people.cn	 CRI online 国际在线 cri.cn	 中国日报 中文网 CHINADAILY.COM.CN
Financial Media	 第一财经	 财经网 CAIJING.COM.CN	 凤凰网 财经	 中国经济导报 China Economic Herald	 财经头条 WWW.88848.COM	 投资界 PEdaily.cn	 中国经营网 WWW.CB.COM.CN
Vertical Media	 中国纺织 CHINA TEXTILE	 文旅中国 CULTURE & TOURISM	 中国童装 China Kidsworld	 纳食	 华衣网 WWW.EF360.COM	 品牌服装网 www.china-ef.com	 执惠
Licensing Media	 文创潮	 娱乐资本论 ENTERTAINMENT CAPITAL	 WUHU 动画人空间 WUHU ANIMATOR SPACE	 IP 中国 新化器	 偶猴 OOHHOO	 双熊	 IP
Social Media		 小红书		 头条 今日头条 信息创造价值			

Promotion Proposal to China Market

Option 1: On-site Exhibiting at CLE 2024

No.	Item	Content
1	On-site Exhibiting Booth	
2	Online Promotion	Banner advertisement at IP365X for 15 days
	Unit Price	Raw Space(36m ² or above): \$209 Per square meter
		Schell Scheme(9m ²): \$2089
	Registration Fee	\$279 Per Exhibitor

Promotion Proposal to China Market

Option 2: Online Promotion

No.	Item	Content
1	Online Booth	365-Day display at IP365X including CLE show period
2	Customized Match Making Program	Customized Match Making with Chinese Licensing Agents or Licensees
3	Online Promotion	Banner advertisement at IP365X for 15 days
4	On-site Display	Exposure at international IP Pavilion during CLE show period
	Price	\$1253 Per company for 6 months



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CHINA LICENSING EXPO 2024

Oct. 16-18, 2024

Halls E1-E4, Shanghai New International Expo Centre