

## Fact Sheet

Fair Dates	: 6 - 8 January 2020 (Mon - Wed)
Edition	: 18th
Venue	: Hong Kong Convention & Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong
Opening	: 9:30am - 6:30pm
Admission	: Trade Only. Persons under 18 will not be admitted. (Free Admission)
Organiser	: Hong Kong Trade Development Council
Sponsor	: International Licensing Industry Merchandisers' Association (LIMA)

### 2019 Fair at a Glance

- More than 23,000 visitors attended from 100 countries and regions
- Over 400 exhibitors from 14 countries and regions with over 1,000 brands and properties

### 2019 Fair Highlights

- Government-led Pavilions from different countries and regions including Indonesia, Japan, Korea, Mainland China, Malaysia, Thailand and Taiwan
- Hong Kong home-grown brands on level 4: DLAB Hong Kong pavilion with 40 original local designed IPs were staged in Chancellor Room. More Hong Kong exhibitors were gathered on Level 4 to showcase the home-grown brands.

### The Hottest Brands & Properties from around the World

- Top Global Licensors & Licensing Agents: Nickelodeon, Sanrio, Smiley, Skynet, Perfetti Van Melle, Global Brands, IMG, Global Icons
- Animation & Edutainment: Angry Bird, B.Duck, Ultraman, Astro Boy, Doraemon, Garfield, Moomin, Mcmug and Mcdull, Miffy, Mr Men & Little Miss, Peppa Pig, SpongeBob SquarePants, Sweet Monster, Forever Friends, Monchhichi, Monopoly, Popyeye
- Art & Design: The Palace Museum, Van Gogh Museum, Leonardo3 Museum, Mulga, Jimmy Liao, HeArt Panda
- Celebrity: Brigitte Bardot, Vincenzo Valentino, Celebrity Icons, The Beatles, Stan Lee, Marilyn Monroe, Elvis Presley
- Collegiate: University of Oxford, University of Cambridge, UCLA, American Colleges, American Freshman
- Corporate Brands: Chevron, Aston Martin, Chrysler, Lamborghini, Volkswagen, MTR, Kodak, Volkswagen, STP, NYC, HK Tramways, Coca-Cola, BMW, Fiat, GOLLA, Jeep, Vivo
- Fashion & Lifestyle: 7Up, Twentieth Century Fox Consumer Products, Pink Panther, Cosmopolitan, Rebecca Bonbon, HEAD, Paul Frank, Playboy, Crocs, Pilot Instruments Collection, Rebecca Bonbon, MGM Consumer Products
- Play & Learnt (Edutainment): MasterChef, Hi-5, Discovery Channel, Fortnite, National Geographic, Sesame Street
- Sports Licensing: **FIBA Basketball World Cup 2019, MotoGP™ World Championship**, HEAD, Real Madrid C.F., Manchester City Football Club, Arsenal Football Club, Juventus FC, Liverpool Football Club, UEFA Euro 2020, US Open of Surfing
- Hong Kong home-grown brands: Happiplayground, CHIC-KEN, Luckycat, Made-in-Hong Kong, Pork Chop & Friends, Messy Desk, B.Duck, Beebipeace, MasterBot, Dustykid, The Great Detective Sherlock Holmes, Mcmug and Mcdull, Lonely Bear, DinDong, Shibainc, Capsbeans, Sing Sing Rabbit

### Asian Licensing Conference (Concurrent)

- Largest licensing conference in Asia as an ideal platform for leading international and local licensing professionals to exchange views
- More than 1,500 Licensors, Licensing Agents, Licensees, Manufacturers, Traders and Retailers; 75%+ from Asia
- Around 30 speakers representing top global licensors and agents

For further information on HKILS, please visit [www.hktdc.com.hk/licensingshow](http://www.hktdc.com.hk/licensingshow)