

REMINDER

To assignment editor:

HKTDC rolls out seven creativity focused events *A media tour spotlights new lifestyle and licensing products*

18 April 2023 – The Hong Kong Trade Development Council (HKTDC) is set to run seven events at the Hong Kong Convention and Exhibition Centre concurrently for the first time. The **Hong Kong Gifts & Premium Fair, Home InStyle, Hong Kong International Home Textiles and Furnishings Fair, Fashion InStyle** and **Hong Kong International Printing & Packaging Fair** will be held from 19 to 22 April, while the **Hong Kong International Licensing Show** and **Asian Licensing Conference** will run from 19 to 21 April. As business travel returns to normal, the six major exhibitions have drawn more than 4,100 exhibitors from 23 countries and regions showcasing gifts, houseware, home textiles and furnishings, fashion, printing and packaging solutions as well as licensing projects.

Creative activities with cross-industry opportunities display Hong Kong crafts

The Hong Kong Gifts & Premium Fair and Home InStyle will introduce the **Cultural & Creative Corner**, presenting designer brands and products from across the globe. At a series of Cultural Craftmanship Spotlight workshops Hong Kong designers will introduce creative crafts. A series of events will be held during the fair period. **Fashion InStyle** activities include **FASHIONALLY COLLECTION#20**, presenting local fashion brand collections while **Innovation in Design Summit 2023** focuses on cutting-edge fashion technologies, such as AI. Sustainable development stays in focus and the seminar, **Going Green: Innovations in Sustainable Packaging** during the Hong Kong International Printing and Packaging Fair showcases solutions.

The **HKTDC Hong Kong International Licensing Show** will run in parallel from 19 to 21 April, showcasing more than 500 licensing projects and brands and featuring nine group pavilions – the Mainland China Pavilion, the largest, together with DLAB Hong Kong, Macao, Indonesia, Japan, Korea, Malaysia, Thailand and Taiwan – presenting unique brands from various regions.

Asian Licensing Conference to examine trends

More than 20 experts from the global licensing field will gather to discuss hot topics at the concurrent **Asian Licensing Conference**, including Ben Peace, Vice President, Asia Pacific of **WildBrain CPLG**, the agency for PEANUTS, Sonic Prime and Teletubbies, and Maura Regan, President of **Licensing International**, to discuss global licensing developments; and updates on mainland policies in support of the cultural and tourism industry, related IPs, market trends and opportunities will be shared at the thematic session **China Opportunity**. The **Licensing Academy**, organised by Licensing International and supported by the Intellectual Property Department of the Hong Kong Special Administrative Region, will host a speaker from Kumamoto Prefecture in Japan, who will share insights on how “royalty-free” marketing creates a win-win licensing model, and how the IP of Kumamon, the prefecture’s mascot, is protected.

The fairs will run under the EXHIBITION+ physical-online hybrid model, creating opportunities for global buyers and exhibitors to connect through the HKTDC’s smart business-matching platform Click2Match until 29 April. We cordially invite you or your representative to join the highlight activities. Details are as follows:

Media preview tour of six major exhibitions

Date: 19 April 2023 (Wednesday)
Time: 1:45 pm
Venue: HKTDC Media Centre, Ground Level, Expo Drive Entrance, HKCEC
Speaker: **Sophia Chong**, Deputy Executive Director, HKTDC;
Jeffrey Lam, Chairman, Home InStyle, Home Textiles and Furnishings Fair, and Gifts & Premium Fair Organising Committee Chairman
Language: Cantonese (questions in English and Putonghua are welcome)

Opening Ceremony : 20th Hong Kong International Licensing Show & 12th Asian Licensing Conference

Date: 19 April 2023 (Wednesday)
Time: 11:00am - Opening Ceremony
Venue: Conference Room N101B, the Hong Kong Convention and Exhibition Centre
Guest: Lau Chun, Raistlin, JP, Under Secretary for Culture, Sports and Tourism, HKSAR Government

Opening Ceremony : Mainland China Pavilion of Hong Kong International Licensing Show; Gifts of Creative Culture & Intangible Cultural Heritage, Hong Kong Gifts & Premium Fair

Date: 19 April 2023 (Wednesday)
Time: 3:00 pm
Venue: Conference Room N101B, the Hong Kong Convention and Exhibition Centre
Guest: Kong Lun, Deputy Director-General, Department of Hong Kong, Macao and Taiwan Affairs of the Ministry of Culture and Tourism, People's Republic of China

Events details :

Events	Event Date	Opening Hours
HK Gifts & Premium Fair	19-21 April (Wed-Fri)	10:00am -6:00pm
Home InStyle		
HK Intl' Home Textiles and Furnishings Fair	22 April (Sat)	10:00am -5:00pm
Fashion InStyle		
HK Intl' Printing & Packaging Fair	19-21 April (Wed-Fri)	10:00am -6:00pm
HK Intl' Licensing Show		
Asian Licensing Conference	19-20 April (Wed-Thurs)	10:30am -5:30pm
	21 April (Fri)	10:30am-12:30pm

To join the above events in-person, media representatives must register at **media registration counter (Hall 1C Concourse, Hong Kong Convention and Exhibition Centre)** or **Media Centre (G/F, New Wing, Expo Drive Entrance, Hong Kong Convention and Exhibition Centre)** with their name card and press card.

Website

HKTDC Media Room: <https://mediaroom.hktdc.com/en>

Hong Kong Gifts & Premium Fair: www.hktdc.com/event/hkgiftspremiumfair

Home InStyle: www.hktdc.com/event/homeinstyle

Hong Kong International Home Textiles and Furnishings Fair:

www.hktdc.com/event/hkhometextilesfair

Fashion InStyle: www.hktdc.com/event/fashioninstyle

Hong Kong International Printing & Packaging Fair: www.hktdc.com/event/hkprintpackfair

Hong Kong International Licensing Show: <https://www.hktdc.com/event/hklicensingshow/en>

Asian Licensing Conference:

<https://www.hktdc.com/event/hklicensingshow/en/programme?category=all&date=all>

Media enquiries

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