

To Assignment Editor:

Sunday Press Tour to Highlight Top Brands & Licensing Properties Asia's Largest Licensing Show and Conference Open Monday at HKCEC

7 January 2016 - The world's top licensors and licensing agents, including Warner Bros., Disney, Sanrio, Hasbro, IMG, Michelin Lifestyle, BBC Worldwide and more will explore licensing opportunities in Asia and the Chinese mainland at the 14th Hong Kong International Licensing Show and the 5th Asian Licensing Conference next week. Both events, organised by the Hong Kong Trade Development Council (HKTDC), take place at the Hong Kong Convention & Exhibition Centre (HKCEC).

The Licensing Show, running 11-13 January, will feature some 340 exhibitors representing more than 860 brands and properties, a new fair record. The Wiggles, Hearst Magazines and Paris Saint-Germain FC are among the new brands and properties to be featured.

More than 30 top licensing experts will speak at the Asian Licensing Conference, from 11 to 12 January. We cordially invite you to join the press tour and related events. Details are as follows:

Press Tour

Date:	10 January 2016 (Sunday)
Time:	2:30pm
Speaker:	Jenny Koo , Director, Service Promotion, HKTDC Byron Lee , Senior Exhibitions Manager, HKTDC
Venue:	Chancellor Room Foyer, 4/F, HKCEC
Highlights:	<p><u>Meet the exhibitors</u></p> <ul style="list-style-type: none"> Star Chef Denice Wai, Dining Plus Ltd; and Little Star Chefs Selina Choi & Summer Chiu Richard Sun, Director, Taipei Trade Center (TAITRA) Hearst Magazines International (Lifestyle Magazines such as Marie Claire, Cosmopolitan, Esquire, Harper's Bazaar) Warner Bros., The Ministry of Culture PRC, The Palace Museum, IMG, Bliss Art, Flying Sofye <p><u>Photo spots</u></p> <ul style="list-style-type: none"> Ducati motorbike (model : 1299 Panigale S) and Harley Davidson motorbike at Grand Hall Foyer Harper's Bazaar Lounge at the Chancellor Room

Event Information

	Hong Kong International Licensing Show	Asian Licensing Conference
Date:	11-12 Jan (Mon-Wed)	11-12 Jan (Mon-Tue)
Time:	9:30am-6:30pm	10:30am-6pm (Mon) 10:30am-3:30pm
Venue:	Grand Hall, Grand Hall Foyer, Hall 3B, Mezzanine 4 and Chancellor	Meeting rooms N200 & S400 series, HKCEC

	Room HKCEC	
Website:	www.hktdc.com/fair/hklicensingshow-en	www.hktdc.com/fair/alc-en
Media Registration:	Media Centre: Expo Drive Entrance, HKCEC Press Registration: Hall 1E Concourse, HKCEC	

Media Enquiries

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Major Events at the 14th Hong Kong International Licensing Show & 5th Asian Licensing Conference

Asian Licensing Conference

11 January 2016 (Monday)

Opening Ceremony of Asian Licensing Conference

Time: 11am

Venue: Meeting Room N201, HKCEC

Guests of Honour (GOH):

- **Margaret Fong**, Executive Director, HKTDC
- **Li Jiangang**, Deputy Director General, Department of Hong Kong, Macao and Taiwan Affairs, Ministry of Culture of the People's Republic of China

Asian Licensing Conference Plenary Session – The Next Wave of Licensing Opportunities in Asia

Time: 11:15am-1pm

Venue: Meeting Room N201, HKCEC

Speakers:

- **Hidehiro Yokoo**, Secretary-General, Intellectual Property Strategy Headquarters, Cabinet Secretariat of Japan
- **Shinichi Murata**, Vice Governor, Kumamoto Prefectural Government, Japan
- **Christian Delhaye**, Managing Director, Michelin Lifestyle Limited
- **Henrietta Hurford-Jones**, Director of Children's, BBC Worldwide
- **Maura Regan**, Senior Vice President & General Manager, International Media Business, Sesame Workshop

Panel Chair: **Charles Riotto**, President, International Licensing Industry Merchandisers' Association (LIMA)

Brands: Kumamon, Michelin Lifestyle, BBC Worldwide, Sesame Workshop and more

Asian Licensing Conference Breakout Session 1 – Discover Licensing Opportunities in the World of Entertainment and New Media

Time: 2:30pm-4pm

Venue: Meeting Room N206-208, HKCEC

Speakers:	<ul style="list-style-type: none"> • Kermid Rahman, General Manager, Consumer Products, China, The Walt Disney (China) Company Limited • Paul Field, Managing Director, The Wiggles • Jon Hall, Global Head of Brand Licensing, Business Development, Motion Picture and Consumer, Kodak Worldwide • Poman Lo, Chief Executive Officer and Founder, Century Innovative Technology
Panel Chair:	Philippe Guinaudeau , Chief Executive Officer, Kiz Global
Brands:	The Wiggles (Australia), Walt Disney, Kodak Worldwide and more

Asian Licensing Conference Breakout Session 2 – Brand Extension by Licensing to Fashion, Lifestyle, Branded Services and Beyond

Time:	2:30pm-4pm
Venue:	Meeting Room N201, HKCEC
Speakers:	<ul style="list-style-type: none"> • Adam Cooper, Publisher and International Licensing Director, Hearst Magazines International • Adrian O'Donoghue, Retail Development Director, Asia Pacific, Harley-Davidson Asia Pacific • Keiji Hyodo, Chief Executive Officer, Sunrise Japan Company Limited
Panel Chair:	Francesca Ash , Publisher, Total Licensing Limited
Brands:	Lifestyle Magazines such as Marie Claire, Cosmopolitan, Esquire, Harper's Bazaar, Harley Davidson and more

Asian Licensing Conference Breakout Session 3 – Seminar on Licensing in Art, Culture and Tourism

Time:	3:45pm-5:15pm
Venue:	Meeting Room S426-427, HKCEC
Speakers:	<ul style="list-style-type: none"> • Yang Xiaobo, Director, Sales Management Department, The Palace Museum • Takayuki Matsutani, President, Tezuka Productions Company Limited • Martin Oestreicher, Sales Manager, Publishing and Brand Licensing, The British Library • Sean Clarke, Head of Rights and Brand Development, Aardman Animations • Lee Yu San, Executive Director, Jimmy S.P.A. Company Limited
Panel Chair:	Kelvyn Gardner , Managing Director, International Licensing Industry Merchandisers' Association, (LIMA) UK
Brands:	The Palace Museum (China), Jimmy (Taiwan), Astro Boy (Japan), The British Library (UK) and more

12 January 2016 (Tuesday)

Asian Licensing Conference, China Thematic Session – Tapping into China by Licensing

Time:	10:45am-12:30pm
Venue:	Meeting Room N201, HKCEC
Speakers:	<ul style="list-style-type: none"> • Claire Gilchrist, Vice President, Hasbro Consumer Products Asia Pacific, Hasbro, Inc. • Lin Xiaoneng, Chief Operating Officer, HccartoonAnimationTechnology (GZ) Company Limited and Co-founder of MR. BOX • Dorothy Chan, General Manager, Alpha Animation Brand Management (Guangzhou) Company Limited • Wang Tianjiao, Majordomo of Audio and Video, JD.com
Panel Chair:	Rebecca Lo , Partner, Rebecca Lo & Co.
Brands:	Hasbro, Mr. Box, JD.com and more

The Licensing Workshop 1 – The Building Blocks for Licensing Success

Time:	2pm-3:30pm
Venue:	Meeting Room N201, HKCEC
Speakers:	<ul style="list-style-type: none"> • Kimberly Kociencki, Chief Executive Officer, Society of Product Licensors Committed to Excellence (SPLiCE) • Samuel Choy, General Manager, Bliss Concepts Limited • Karl Miu, Chief Executive Officer, Foron Company Limited
Panel Chair:	Francesca Ash , Publisher, Total Licensing Limited
Brands:	The Royal Touch, Mcmug, Mcdull and more

The Licensing Workshop 2 – Legal and Intellectual Property Issues of Licensing

Time:	3:15pm-4:45pm
Venue:	Meeting Room N206-208, HKCEC
Speaker:	<ul style="list-style-type: none"> • Ryan Ng, Senior Solicitor, Intellectual Property Department, HKSAR • Hank Leung, Senior Managing Associate, Bird & Bird • Kenny Wong, Counsel, Hogan Lovells
Panel Chair:	Anita Leung , Chairman, Licensing Executives Society China (Hong Kong Sub-Chapter)
Remarks:	HKSARG Intellectual Property Department (IPD) is the strategic partner

Hong Kong International Licensing Show

11 January 2016 (Monday)

Joint Opening Ceremony for HKTDC Hong Kong Toys & Games Fair, HKTDC Hong Kong Baby Products Fair and HKTDC Hong Kong International Licensing Show

Time:	10am
Venue:	Expo Drive Entrance, HKCEC
GOH:	<ul style="list-style-type: none"> • Carrie Lam, Chief Secretary for Administration, HKSAR • Margaret Fong, Executive Director, HKTDC • Li Jiangang, Deputy Director General, Department of Hong Kong,

Macao and Taiwan Affairs, Ministry of Culture of the People's Republic of China

- **Yeung Chi-kong**, Chairman, Toys Advisory Committee, HKTDC
- **Tommy Li**, Chairman of HKTDC Design, Marketing and Licensing Services Advisory Committee

Japan Pavilion Opening cum AsialPEX Strategic Partnership Signing Ceremony

Time: 10:25am-10:40am

Venue: Japan Pavilion, Grand Hall, HKCEC

Organisers:

- Japan External Trade Organization (JETRO)
- Character Brand Licensing Association

Representatives from Japan:

- **Hidehiro Yokoo**, Secretary-General, Intellectual Property Strategy Headquarters, Cabinet Secretariat of Japan
- **Miyako Hamano**, Special Advisor, Intellectual Property Strategy Headquarters, Cabinet Secretariat of Japan / Special Assistant to the Chairman, JETRO
- **Ryoichi Ito**, Director-General, JETRO (HK)
- **Andy Toyama**, Vice Chairman, Character Brand Licensing Association

Representative from HKTDC: **Raymond Yip**, Deputy Executive Director, Marketing, HKTDC

Opening Ceremony of Chinese Mainland Pavilion at Hong Kong International Licensing Show

Time: 2:15pm-2:30pm

Venue: Chinese Mainland Pavilion, Grand Hall, HKCEC

Organiser: Ministry of Culture (MOC) of the People's Republic of China

Representative from MOC: **Jiangang Li**, Deputy Director-General, Department of Hong Kong, Macao and Taiwan Affairs, Ministry of Culture of the People's Republic of China

Representative from HKTDC: **Raymond Yip**, Deputy Executive Director, Marketing, HKTDC

Interactive Events To Generate Business Exchange

11 January 2016 (Monday)

Colour in Tian Xing —Art demonstrations by Ink Colour Painting Master Lam Tian Xing

Time: 3pm-4pm

Venue: Performance Stage at Level 4 Chancellor Room Foyer, HKCEC

Highlight: World-renowned Chinese ink – painting artist Master Lam Tian Xing to deploy

the new media project (website, social media, online promotion, etc)

Warner Bros presents interactive games and sharing

Time: 4pm-4:45pm

Venue: Grand Hall Stage, HKCEC

12 January 2016 (Tuesday)

Warner Bros presents interactive games and sharing

Time: 11:30am-12:15pm

Venue: Grand Hall Stage, HKCEC

Jim Chim x PLAYCORNER x dr jim jim: Reaching out to the world of licensing

Time: 12nn-1pm

Venue: Performance Stage at Level 4 Chancellor Room Foyer, HKCEC

Highlight: Renowned local multi-media artist and theatre actor Jim Chim Sui-man to introduce the original character brand "Dr. Jim Jim" and the contract signing ceremony with PLAYCORNER

"Junior Chef Go! Go! Go!" delivered by Dining Plus

Time: 1:30pm-2pm

Venue: Performance Stage at Level 4 Chancellor Room Foyer, HKCEC

Highlight: Cooking demonstration by Star Chef Denice Wai and "Little Star Chef"

Kumamon Exercise

Time: 2:30pm-3pm

Venue: Performance Stage at Level 4 Chancellor Room Foyer, HKCEC

Highlight: Presented by Kumamoto Prefectural Government of Japan

Warner Bros presents interactive games and sharing

Time: 2:45pm-3:30pm

Venue: Grand Hall Stage, HKCEC

Product presentation on art and character licensing by Taiwanese exhibitors

Time: 3:30pm-4:30pm

Venue: Performance Stage at Level 4 Chancellor Room Foyer, HKCEC

13 January 2016 (Wednesday)

Product presentation on art and character licensing by Taiwanese exhibitors

Time: 11am-12nn and 1pm-2pm

Venue: Performance Stage at Level 4 Chancellor Room Foyer, HKCEC