

To Assignment Editor:

Licensing Show & Conference Open Next Month *Press Conference to Preview Asia's Largest Licensing Events*

29 December 2015 – The 14th HKTDC Hong Kong International Licensing Show and the fifth Asian Licensing Conference, the largest events of their kind in Asia, will kick off on 11 January 2016 at the Hong Kong Convention and Exhibition Centre (HKCEC). A press conference will be held on 5 January to introduce event highlights to the media. Several exhibitors and mascots from the International Licensing Show will be on hand to meet the press.

The International Licensing Show, from 11 to 13 January, welcomes a record number of more than 340 exhibitors (up 8% compared to 2015), representing over 860 brands and properties from 15 countries and regions.

Participants include top global licensors and brands such as BBC Worldwide, Chelsea FC, Hasbro, Hearst Magazines International, Sanrio, The Palace Museum, The Wiggles, Warner Bros, 20th Century Fox and Ali-the-Fox. Larger government-led pavilions from different countries in Asia will also be taking part.

Among the wide range of licensing categories to be spotlighted are character and edutainment, art and design, fashion and lifestyle as well as the newly added food and beverage licensing category. Hong Kong Creative Gallery is returning to showcase cross-over merchandise, representing collaboration between Hong Kong's museums and local designers, as well as the Hong Kong Licensing Awards winners.

Meanwhile, more than 30 licensing experts and guests from various top global brands will speak at the Asian Licensing Conference, from 11 to 12 January. The conference will feature licensing opportunities in Asia and the Chinese mainland, as well as the hottest trends in entertainment and new media, fashion and lifestyle, and art, culture and tourism licensing.

We cordially invite you or your representatives to cover the press conference. Details are as follows:

Date:	5 January 2016 (Tuesday)
Time:	3pm
Venue:	The Royal Touch Bakery Cafe - Shop G02, G/F, Ocean Terminal, Harbour City, 17 Canton Road, Tsim Sha Tsui
Speakers:	Jenny Koo , Director of Service Promotion, HKTDC Karl Miu , CEO, Foron Holdings Limited (Brands include: The Royal Touch) Stanley Yeung , Director, Brands United Limited (Brands include: Mazinger Z) Siy Tak Yin , Designer, Artspirit Creative company Limited (Brands include: Rose Tumbler)
Language:	Cantonese (Questions in English or Putonghua are welcome)

Hong Kong International Licensing Show - <http://www.hktdc.com/fair/hklicensingshow-en>
Asian Licensing Conference - www.hktdc.com/fair/alc-en

Media Enquiries

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