

Fact Sheet

Date	:	19-21 April 2023 (Wed - Fri)
Format	:	Hybrid
Venue	:	Hong Kong Convention and Exhibition Centre
Organiser	:	Hong Kong Trade Development Council
Sponsor	:	Licensing International
Admission	:	Trade Only

The Asian Licensing Conference (ALC) is a leading international licensing event which focuses on the promising Asian market. Conference participants could identify business opportunities in Mainland China and Asia, exchange market insights, expand business contacts and explore cross-sector collaboration.

2022 Conference at a Glance

A total of 22 sessions featuring 34 speakers from 8 countries and regions

Topics covered including:

- Topical Issues – Brands cross-over, Metaverse & NFT, China Opportunities
- Arts & Culture – Cultural IP x Art Technology
- Entertainment – Blockchain gaming
- Sustainability – ESG in licensing
- Licensing Academy
- Direct-to-retail (DTR)

To pave way for RCEP Brands to exhibit at the Hong Kong International Licensing Show (HKILS) 2023, an inaugural Online Brand Forum was organised at ALC 2022. 10 Japanese companies (Bandai Namco, Capcom, DNP group, Fuji TV, Minto, Poplar Publishing, San-byte Creative, Sony Creative, TV Tokyo and Tsuburaya) featured their IPs at the event.

25,500+ viewers from from 43 countries and regions which includes licensors, licensing agents, licensees, manufacturers, traders and retailers

For more information, please visit the conference website:

<http://alc.hktdc.com>

Tel: (852) 1830 668

Email: alc@hktdc.org

2022 Star Speakers



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2023 Concurrent Events with HKTDC

- Hong Kong Gifts & Premium Fair 2023
- Hong Kong Fashion Week
- Hong Kong International Home Textiles and Furnishings Fair
- Hong Kong Houseware Fair
- Hong Kong International Printing & Packaging Fair

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