

HKTDC Hong Kong International Licensing Show 2023 Fact Sheet

Fair Dates	: 19-21 April 2023 (Wed - Fri)
Edition	: 20th
Opening Hours	: 9:30am - 6:30pm
Admission	: Trade Only. Persons under 18 will not be admitted. (Free Admission)
Organiser	: Hong Kong Trade Development Council
Venue	: Hong Kong Convention and Exhibition Centre

Fair Highlights

- **Concurrent with HKTDC Gifts & Premium Fair** to explore lifestyle licensing opportunities
- **Participation by international IPs from different sectors**
- **Hybrid mode** adopted with physical exhibition and online business matching platform
- **Asian Licensing Conference** will be hosted concurrently

2021 Online Fair at a Glance

- **Over 250 exhibitors** from **10 countries and regions** with over **500 brands and properties**
- **More than 6,200 visitors** attended from **47 countries and regions**

2021 Online Fair Highlights

- **Government-led Pavilions** from different countries and regions including Indonesia, Korea, Mainland China, Malaysia, Thailand and Taiwan
- **Hong Kong home-grown brands:** DLAB Hong Kong exhibitors and Asian Licensing Award finalists with 70+ original local designed IPs featured

The Hottest Brands & Properties from around the World in 2021

- **Top Global Licensors & Licensing Agents:** CAA-GBG, IMG, Nickelodeon, Sanrio
- **Animation & Edutainment:** Baby Shark, Dora The Explorer, Doraemon, Garfield, Kumamon, Little Prince, Lychee & Friends, Miffy, Monopoly, Monster Hunter, Moomin, Mr Men Little Miss, My Little Pony, Paddington Bear, PAW Patrol, Peanuts, Popyeeye, Robocar Poli, Shaogao, SpongeBob SquarePants, The Smurfs, Tokidoki, Transformers, ULTRAMAN series
- **Art Brands:** IAMA, J.Paul Getty Museum, Lauren Roth, Leonardo3 Museum, MULGA, Norman Rockwell, Shu Yamamoto's World, Van Gogh SENSES
- **Celebrity:** Bridgitte Bardot, Elvis Presley, JoJo Siwa, Marilyn Monroe, Paramount, Star Trek
- **Corporate Brands:** Aston Martin, Chrysler, Chupa Chups, Coca-Cola, Jaguar, Jeep, Kodak, Lamborghini, Nanoblock, NYC, Volkswagen
- **Fashion & Lifestyle:** 7UP, Billboard, Cosmopolitan, Finlayson, Fortnite, MGM Consumer Products, Pepsi, Playboy, Royal Navy, Superdry
- **Sports Licensing:** Bundesliga, Formula One, Juventus FC, League of Legends, Manchester City, The Open, UFC
- **Hong Kong home-grown brands:** B.Duck, Happiplayground, Happy Gappy, Mr Giraffe, Shibainc, Squly & Friends

For further information on HKILS, please visit www.hktdc.com/hklicensingshow