



## FAIR DETAILS

### Hong Kong Licensing Show 2004

Fair Dates : July 6 - 8, 2004 (Tuesday-Thursday)  
Venue : Hong Kong Convention & Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong  
Opening Hours : 9:30 am - 6:30 pm  
Admission Fee : Free  
Admission : Trade Only. Persons under 18 will not be admitted.  
Organizer : Hong Kong Trade Development Council  
Exhibitors : Licensors, Licensing Agents and Licensing-related services providers

Statistical Data	Year	No. of Exhibitors	No. of Buyers
	2003	30	7,674
	2002	15	7,400

The Hong Kong Licensing Show is one of the most licensing-focused exhibitions in the region.

The key objectives of the event are:

1. to assist international and local licensors/ licensing agents to search for partners and expand their regional licensing network, in particular to China; and
2. to provide a one-stop shop for anyone involved in the licensing business - licensors, licensing agents, licensees, advertising & marketing agencies, brand builders, legal advisors and design professionals etc. - to feature, source and promote new properties & licensing-related services.

Our programme features:

**The Licensing Show**, where licensors, licensing agents and licensing-related services providers will showcase over 150 renowned brands & licensed properties and licensing-related services ;

**The Regional Licensing Conference**, where renowned international & local licensing professionals examine the latest developments and trends in the industry and share their insights on licensing business in China ;

**Trade Matching Forums**, where you meet the exhibitors in person and make in-depth enquiries.

**The first annual Premier Asian Licensing Awards Presentation**, where the achievements of successful licensing players in Asian market are acknowledged. ([www.hklicensingshow.com/award](http://www.hklicensingshow.com/award))

## Contact Us

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