



## **Hong Kong Licensing Show 2005**

### **FACT SHEET**

Fair Dates : July 5 - 7, 2005 (Tuesday-Thursday)  
Venue : Hall 2, Hong Kong Convention & Exhibition Centre,  
1 Expo Drive, Wanchai, Hong Kong  
Opening Hours : 9:30 am - 6:30 pm  
Admission : Trade Only. Persons under 18 will not be admitted. (Free Admission)  
Organizer : Hong Kong Trade Development Council  
Supporting Organisations : Federation of Hong Kong Industries  
Hong Kong General Chamber of Commerce  
Licensing Executives Society of China, Hong Kong Chapter  
The Chinese General Chamber of Commerce  
The Chinese Manufacturers' Association of Hong Kong  
Exhibitor Profile : Licensors, Licensing Agents and Licensing-related services providers

Statistical Data	Year	No. of Exhibitors	Brands & Properties	No. of Buyers
	2004	41	over 200	15,280
	2003	30	over 150	7,674
	2002	15	over 100	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 Asia, in particular to China; and
2. to provide a one-stop platform for people 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.

**Special highlights :**

**The 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 ;

**The 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))

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