



HKTDC
Hong Kong
International
Licensing Show
香港國際授權展

ALC
Asian Licensing
Conference
亞洲授權業會議



Driving Business Growth: Unlock Potential through Licensing



Asian Flagship Licensing Events

Licensing helps to drive brand value and bring enormous business opportunities for enterprises inclusive of brands, manufacturers, traders, etc.. **HKTDC Hong Kong International Licensing Show (HKILS)** provides a one-stop platform to connect companies with global licensors, licensing agents, etc. to explore business opportunities.

Running in parallel, the **Asian Licensing Conference (ALC)** brings together top-notch global licensing executives to keep the industry players updated with market intelligence, trends and opportunities.

Fair Dates	27 - 29 April 2024 (Saturday - Monday)
Edition	21 st
Opening Hours	9:30 a.m. – 6:30 p.m.
Venue	Hall 5FG, Hong Kong Convention and Exhibition Centre
Admission	Trade Only. Persons under 18 will not be admitted (Free Admission)
Organiser	Hong Kong Trade Development Council

2024 Event Details

- Participation by **600+ international brands and properties** from different sectors, e.g. **Art Licensing, Character Licensing, Corporate Licensing, Lifestyle Licensing, Sports Licensing**, etc.
- Exhibition and **complimentary business matching service**
- **Guide Tours** for industry associations
- Latest development in global licensing will be examined in the Asian Licensing Conference
- Held with **HKTDC Gifts & Premium Fair** to explore lifestyle licensing opportunities



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2023 Events at a Glance



320+
Exhibitors



550+
IPs and Brands



~30
Speakers



18,000+
Participants



100+
Countries
and Regions

- 9 Regional Pavilions from **Mainland China, Hong Kong, Indonesia, Japan, Korea, Macau, Malaysia, Taiwan and Thailand**
- **70+ Hong Kong home-grown brands** from DLAB Hong Kong exhibitors and local designers

2023 Highlighted Brands and Properties



And more...

2023 Participants Profile



For more details, please visit www.hktcdc.com/hklicensingshow

For enquiry, please contact:

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