

# ALC Asian Licensing Conference

亞洲授權業會議

**6-7/1/2020**

Hong Kong Convention and Exhibition Centre

[www.hktdc.com/asianlicensingconference](http://www.hktdc.com/asianlicensingconference)



Organiser:



Sponsor:



# Asian Licensing Conference

The Asian Licensing Conference (ALC) is a leading international licensing event focused on the promising Asian market. As the largest annual event of its kind in the region, the conference allows participants to identify opportunities in China and the rest of Asia, exchange market insights, and expand business contacts.

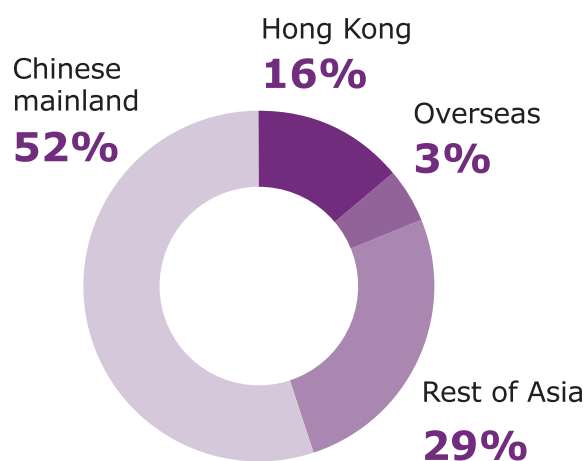
In its ninth year, ALC 2020 would examine the latest trends in the global licensing market and the fast expanding Chinese mainland market. Licensing opportunities in esports and new media licensing would also be highlighted. "Meet the VIP Buyers" Session will return to feature experts from renowned retailers and licensees to share their formula of success.

Meet industry professionals, keep up with the latest licensing trends, and explore new partnerships that could extend and upgrade core businesses and services into different sectors.



**1,300+** participants from

## Origin of Participants



**25** countries and regions

**30+** renowned speakers representing global brands

## Profile of Participants

- Retail & Distribution
- Manufacturing
- Digital Entertainment
- Trade
- Marketing & PR
- Design Services & Brand Strategies

In Asia, there are many traditional and digital platforms to release the contents, which is an edge for market players to leverage the interplay of both kinds of platforms to promote their IPs and show their strong storytelling capabilities.



**Ms Maura Regan**  
President  
Licensing International

As a unique intersection between media, sports, gaming and entertainment, esports offers multiple licensing opportunities and we expect to see great things ahead in 2019.



**Mr Eric Jou**  
APAC Business Development and Partnerships  
ESL Gaming

To global games developer like Ubisoft, China is not just a promising market, we are also able to create global contents through Chinese expertise.



**Mr Aurelien Palasse**  
Head of Licensing & Publishing  
Ubisoft

Any esports brands which are fun, fair and competitive have the potential to kick start their licensing business. The fanbase of esports brands can grow hand in hand with the development of its licensing business. Esports brands built with a licensing business model can also attract investors.



**Mr Jai Wu**  
Head of LPL Merchandise & Licensing  
Riot Games China

## Speakers



**Jack Yew**  
Vice President,  
Location Based Experiences Asia  
Viacom International Media Networks



**Eric Jou**  
APAC Business Development and  
Partnerships  
ESL Gaming

## Insights & Strategies shared by Licensing Experts



**Susan Bolsover**  
Licensing and Consumer Products Director  
Penguin Ventures  
(Penguin Random House UK)



**Elaine Chiu**  
Senior Vice President China  
Global Brands Group Asia Limited  
(CAA-GBG)





**Allen Wang**  
Vice President, Consumer Products,  
Greater China  
Universal Pictures



**Jay Asher**  
Partner  
Brandgenuity



**Ciarán Coyle**  
Global Vice President and Head of  
Global Brand Licensing  
Electrolux



**Philippe Bost**  
Vice President  
International Consumer Products  
Activision Blizzard



**Aurelien Palasse**  
Head of Licensing & Publishing  
Ubisoft



**Nicolas Loufrani**  
CEO  
Smiley World Ltd

- Animation
- Art & Culture
- Character
- Digital
- Entertainment

- Esports
- Intellectual Property
- Lifestyle
- Marketing Opportunities  
in China

- New Media & Digital  
Transformation
- Retail Marketing
- Tourism  
and many more.....



**Pinky David**  
Vice President for Asia Pacific  
20th Century Fox Consumer Products



**Andrew Carley**  
EVP Global Licensing  
Entertainment One



**Nancy Jiang**  
General Manager, Licensing  
iQIYI



**Claire Gilchrist**  
Vice President  
Hasbro Consumer Products -  
Asia Pacific



**Kermid Rahman**  
General Manager  
Consumer Products, China  
The Walt Disney (China) Company Limited



**Claire Pierce**  
Sales Director for  
Brand Licensing Meredith Corporation



# Asian Licensing Conference 2020 Programme (For Reference Only)

Day 1: Monday, 6 Jan 2020	
AM	Opening Session
	Plenary Session
PM	Thematic Session (I): Games and Esports Ecosystem
	Licensing International Awards

Day 2: Tuesday, 7 Jan 2020	
AM	Thematic Session (II) New Media Licensing
PM	Licensing Workshop: Meeting the VIP Buyers
	Asian Licensing Awards

## Meet the VIP Buyers

Keen on expanding your brand to more audiences?

Come join the series of exclusive sessions where different licensees, from retailers to service sectors (including F&B, gaming, movies, education, theme parks and resorts etc.), share their innovative models and needs, as well as their success in their licensing co-operations.



## ALC 2019 Highlights





# Concurrent Events

## HKTDC Hong Kong International Licensing Show 2020 6-8/1/2020



## The World's Fastest Growing and Most Dynamic Licensing Promotional Platform

- 23,000+ visitors from 100+ countries and regions
- 400+ exhibitors from 14 countries and regions with 1,000+ brands and properties
- Group pavilions from the Mainland China, Indonesia, Japan, Korea, Malaysia, Thailand and Taiwan

### 6-9/1/2020

HKTDC Hong Kong Toys & Games Fair 2020  
[www.hktdc.com/hktoyfair](http://www.hktdc.com/hktoyfair)

Hong Kong International Stationery Fair 2020  
[www.hkstationeryfair.com](http://www.hkstationeryfair.com)

HKTDC Hong Kong Baby Products Fair 2020  
[www.hktdc.com/hkbabyfair](http://www.hktdc.com/hkbabyfair)

## Reserve Your Seat Today

Full Pass\* US \$150 / HK \$1,170

Day Pass\* US \$85 / HK \$640

\* Register now and pay in full on or before 3 December 2019 to enjoy the early-bird discount.

## Contact Us

Enquiry:  
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Customer Service Hotline :  
(852) 1830 668

Visit our website for details :  
[www.hktdc.com/asianlicensingconference](http://www.hktdc.com/asianlicensingconference)

