



## PRESS RELEASE

For Immediate Release

### **Don Anderson, Head of Family & Learning Partnerships, YouTube APAC to Headline Keynote at Licensing Expo Japan 2017**

**Tokyo (March 15, 2017)** – UBM's Global Licensing Group today announced that Don Anderson, Head of Family & Learning Partnerships, YouTube APAC will headline the Keynote at the inaugural Licensing Expo Japan on 26 April. Mr. Anderson will discuss how independent content creators around the world are influencing and driving change for the licensing and merchandising industry utilizing case studies from popular YouTube Family and Learning Creators who are making a name for themselves in this space.

"YouTube has been a launchpad for many of our family and learning creators to establish strong, engaging brands across consumer products: Korea's Carriesoft, India's USP Studios, Brazil's Galinha Pintadinha, and Australia's Moose Toys, known for its successful Shopkins franchise, are just a few examples," said Mr. Don Anderson, Head of Family & Learning Partnerships, YouTube APAC. "As our creators are successfully tapping new audiences, retail is also beginning to reflect their popularity by expanding into a more diverse range of products. We look forward to new partnerships arising between licensees and YouTube creators around the world."

Japan is the world's third largest market for licensed products after the U.S. and the U.K., generating \$700 million in royalty revenues and nearly \$12 billion in retail sales each year. The country continues to see an upward trend in licensing with a highly developed retail market that features a wide range of brands and characters throughout the fashion, toys and stationery categories.\* To support this growth, UBM, organizers of Licensing Expo in Las Vegas, in cooperation with the International Licensing Industry Merchandisers' Association (LIMA), the world's leading trade organization for the global licensing industry, developed Licensing Expo Japan, an unparalleled licensing, brand extension, networking and education event in Tokyo on 26-28 April. The event is the only show in Japan sponsored by LIMA and will run alongside IFF MAGIC Japan, the leading tradeshow for the fashion industry in Japan.

"We believe that Japan's licensing business has a huge potential for growth due to international popularity of the country's brands and characters," said Ms. Jessica Blue, Senior Vice President, UBM, Licensing. "At the same time, there are many high-quality Japanese manufacturers who would make great licensing partners for international properties. Licensing Expo Japan was created to help exhibitors and attendees develop a network of brand extension partners on a national and international level."

More than 40 licensors and agents, showcasing over 300 brands, have confirmed their participation in the inaugural show including: Copyrights Asia, Crown Creative, GAIA, G-angle, Honmoku File, Green Camel, Handmade Creative, Ingram, IMG, KAMIO JAPAN, Le cordon Bleu Japan, Nissan Motor Co., Tact Communications, TLC-The Licensing Company, Tohokushinsha and Tokidoki.

To learn more about Licensing Expo Japan 2017 please visit [www.licensingexpojapan.com](http://www.licensingexpojapan.com)

Event Name:	Licensing Expo Japan 2017
Dates:	26-28 April, 2017
Venue:	Tokyo Big Sight Exhibition Center, Japan
Organizers:	UBM Japan Co. Ltd., UBM Americas
Special Sponsor:	International Licensing Industry Merchandisers' Association (LIMA)
Website:	<a href="http://www.licensingexpojapan.com">www.licensingexpojapan.com</a>
Parallel Events:	LIMA Licensing Conference, IFF MAGIC Japan
Co-located Events:	IFF MAGIC organized by UBM Japan Co, Ltd. and Senken Shimibun

Official Media: License Global Magazine

\*Courtesy of the LIMA Global Licensing Industry Survey Report 2016

###

**Press Contact:** Janelle Grigsby, [janelle.grigsby@ubm.com](mailto:janelle.grigsby@ubm.com), +1 310 857 9020

**About UBM's Global Licensing Group** ([www.licensingexpo.com/global](http://www.licensingexpo.com/global))

The Global Licensing Group at UBM is the global licensing industry's leading tradeshow organizer and media partner. Its mission is to provide opportunities around the world to bring brands and products together to explore and cement licensing partnerships. The following events and information products are produced for the licensing industry by the Global Licensing Group: Licensing Expo (May 23-25, 2017), Brand Licensing Europe (October 10-12, 2017), Licensing Expo Japan (April 28-30, 2017), Licensing Expo China (July 18-20, 2017), NYC Summit (March 2-3, 2017), *License Global* magazine, *License Global* Daily E-news and License TV.

**About UBM**

UBM plc is the largest pure-play B2B Events organiser in the world. In an increasingly digital world, the value of connecting on a meaningful, human level has never been more important. At UBM, our deep knowledge and passion for the industry sectors we serve allow us to create valuable experiences where people can succeed. At our events people build relationships, close deals and grow their businesses. Our 3,750+ people, based in more than 20 countries, serve more than 50 different sectors – from fashion to pharmaceutical ingredients. These global networks, skilled, passionate people and market-leading events provide exciting opportunities for business people to achieve their ambitions. For more information, go to [www.ubm.com](http://www.ubm.com); for UBM corporate news, follow us on Twitter at @UBM, UBM Plc LinkedIn