

PRESS RELEASE
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JAPAN LICENSING EXPO 2017

Discover Japan's Licensing Market Licensing Expo Debuts in Tokyo, April 2017

Licensing Expo Japan 2017, the inaugural networking and educational event for the licensing industry, opened its doors on 26 April featuring over 57 exhibiting companies with 400 properties at Tokyo Big Sight Exhibition Center.

Japan is the world's third largest market for licensed products after the USA and the United Kingdom, and has a highly developed retailing market. The Japanese market has seen significant growth in the licensing business recent past decades. While a wide range of international brands and characters have been introduced across diverse categories for Japan's licensing business, Japanese players have also developed many worldwide well-known properties especially in the fields of games, animated films and cartoons. However, there remains a substantial volume of world-class brands and characters in Japan that have yet to debut in the international market and just need a platform to be introduced to international players.

UBM, the owner of the Licensing Expo, in cooperation with LIMA, the International Licensing Industry Merchandisers' Association, have launched Licensing Expo Japan to serve as a bridge between Japan's licensing industry and the worldwide market and provide an international networking event for the licensing industry with a focus on meetings between licensors and licensees.

The majority of exhibitors at the Japan show are international licensing agents that have been playing a role to facilitate international collaboration between international players and local players. IMG represents "Sesame Street", "The Simpsons", and "Pink Panther"; TLC CAA-GBG Global Brand Management Group (Former TLC) introduces "Ghostbusters" and "The Smurfs"; Copyrights Asia is at the show with "Paddington Bear", "Popeye" and "Betty Boop", Ingram Co Ltd presents "UCLA" and "Route 66"; and Tohokushinsha Film Corporation is promoting "Garfield", "Felix the Cat" and "Shaun the Sheep". These classic brands and characters from overseas have been very successful in Japan and serve as good case studies to Japanese visitors who are interested in but have not yet experienced the value and potential of licensing business. "I am excited that many leading international and local agents have decided to participate in this inaugural Japan event. They will serve as a bridge for both local and international players at the show to understand and support each other to develop their properties in both Japanese and the international market" said Jessica Blue, Senior Vice President of UBM's licensing division.

On the show floor, you also find Japanese classics such as "Astro Boy", "Kimba the White Lion" and "Princess Knight", characters that were born from the original comics and animation movies produced by Japanese exhibitor Tezuka Productions. In addition there will be a wide range of Japan's 'kawaii' characters such as "Pandanotaputapu" (Futaba Co Ltd), "Rilakkuma" and "Sumikkogashi (Green Camel Co Ltd), "Pokopang" (Tohokushinsha Film Corporation).

An educational event with LIMA's educational seminar program

Licensing Expo Japan comprises of a tradeshow and 4 seminar tracks with more than 20

sessions and two seminar tracks out of the four are organized by LIMA; the Licensing Business Seminar and the Licensing Business Forum. Licensing Expo Japan is the only exhibition in Japan that is sponsored by LIMA. The programs arranged by LIMA cover a wide range of topics that will be of interest not only to professionals in the licensing industry but also manufacturers and retailers who have never been involved in the licensing business before but are interested in starting. "We expect that the combination of the tradeshow and the educational program will trigger an expansion in the size of the Japanese licensing market by opening the eyes of manufacturers and retailers to the benefits of licensing and allowing them to understand that licensing business is all about strategies for marketing, branding, sales promotion and commodity planning" said Mr. Christopher Eve, Managing Director of UBM Japan.

Concurrently held with Japan's leading fashion exhibition, IFF MAGIC Japan

Apparel, accessories and footwear represent the largest category for licensing in Japan, with one-third of retail sales of licensed products deriving from this category.* IFF MAGIC Japan, the nation's longest running fashion business tradeshow, is held concurrently with Licensing Expo Japan, forming a bridge between licensing and fashion industries for new business partnerships.

Japan is the third largest fashion market in the world after the USA and the EU. Japan's fashion trends influence the fashion markets not only of Asia but all around the world.

(*source: LIMA Global Licensing Industry Survey Report 2016)

Event Name:	Licensing Expo Japan 2017
Dates:	26-28 April, 2017
Venue:	Tokyo Big Sight Exhibition Centre, Japan
Organisers:	UBM Japan Co Ltd, UBM Americas
Special Sponsor:	International Licensing Industry Merchandisers' Association (LIMA)
Website:	www.licensingexpojapan.com
Parallel Events:	Licensing Business Seminar Licensing Business Forum Opening Networking Party
Co-located Events:	IFF-MAGIC organised by UBM Japan Co Ltd and Senken Shimbun
Official Media:	License!GLOBAL Magazine

About UBM Americas



UBM Americas, a part of UBM plc, is the largest business-to-business events and trade show organizer in the U.S. Through a range of aligned interactive physical and digital environments, UBM Americas increases business effectiveness for both customers and audiences by cultivating meaningful experiences, knowledge and connections. UBM Americas has offices spanning North and South America, and serves a variety of specialist industries with dedicated events and marketing services covering everything from fashion, tech and life sciences to advanced manufacturing, cruise shipping, specialty chemicals, powersports and automotive, concrete, hospitality, cargo transportation and more. For more information, visit: www.ubmamericas.com.

About Licensing Expo (www.licensingexpo.com)

Now in its 36th year, Licensing Expo is the world's largest and most influential annual trade show dedicated to licensing and brand extension. The show floor is merchandised into three zones: Characters and Entertainment; Art and Design; and Brands and Agents. More than 16,150 retailers, licensees, manufacturers, distributors and licensing agents attend the Expo from more than 90 countries. Licensing Expo is owned and organized by UBM Americas and is sponsored by the International Licensing Industry Merchandisers' Association (LIMA). UBM Americas also owns and operates *License! Global* magazine and Brand Licensing Europe.

About LIMA



LIMA – the [International Licensing Industry Merchandisers' Association](http://www.licensingexpo.com) – is the leading trade organization for the global licensing industry. LIMA's mission is to foster the growth and expansion of licensing around the world and create greater awareness of the benefits of licensing to the business community at large. The Association maintains offices in New York, London, Munich, Tokyo, Hong Kong, Mexico City and

Melbourne. Members in over 35 countries enjoy access to an array of benefits, including the Annual Global Licensing Study measuring the size of the worldwide licensing industry, online global directory, extensive educational programming, networking events, and *Inside Licensing*, with the latest in news, deals and trends. LIMA is the exclusive sponsor of Licensing Expo, the industry's largest trade event, in addition to shows in London, Hong Kong and Shanghai. Visit www.licensing.org for more information and to utilize licensing's definitive online resource.

For Inquiries

UBM Japan Co Ltd

Contact: Takeaki Hirabara

Kanda 91 Bldg., 1-8-3 Kaji-cho, Chiyoda-ku, Tokyo 101-0044 Japan

TEL : +81-3-5296-1020

FAX : +81-3-5296-1018

Email: info@licensingexpojapan.com