



PRESS RELEASE

For Immediate Release

Licensing Expo Japan Wraps on a High Note

Inaugural trade show reports 13,200 attendees

Tokyo (May 15, 2017) – UBM’s Global Licensing Group, organizers of Licensing Expo Japan and Licensing Expo, Las Vegas, today reports initial results of its first edition in Tokyo. Licensing Expo Japan brought 400 international and Japanese brands along with 13,200 licensees and retailers to Tokyo Big Sight for three days of networking and deal-making. Exhibiting brands and agents included Astro Boy, B.Duck, Betty Boop, CAA-GBG, Capsubeans, Caterpillar, Copyrights Asia, Corvette, *The Dark Tower* (2017), Dwell Studios, Gaia, Hoppe-chan, IMG, Jean-Michel Basquiat, Kangol, Maisy, Maui & Sons, NECA, Nissan, Paddington Bear, Panda no Tapu Tapu, Pokopan, Popeye, Poppy Cat, Cynthia Rowley, Sesame Street, Shaun the Sheep, Sumikko Gurashi and Where’s Waldo, among others.

Sponsored by the International Licensing Industry Merchandisers Association, Licensing Expo Japan was co-located with the first edition of IFF MAGIC, Japan. Jessica Blue, Senior Vice President, Licensing, UBM commented: “We were thrilled to bring the Licensing Expo brand to Japan, working with our UBM Japan colleagues. Our goal was to deliver a high-quality Licensing event, showcasing a diversity of brands, attracting the right mix of licensees and retailers across all product categories. The feedback from exhibitors demonstrates that we did just that and we are already working on the next edition to make it even bigger and better. The adjacency with MAGIC worked extremely well with a healthy cross-over of attendees between the shows, which is no surprise given that apparel is the largest licensed product category in Japan and globally.”

All 25 seminars were well attended, with many standing-room only. “We were particularly happy with the success of LIMA’s educational programming at the inaugural Licensing Expo Japan,” said LIMA President Charles Riotto. “With speakers from major companies like Alibaba and YouTube, almost every session was filled to capacity by very engaged attendees eager to learn about the Japanese market as well as overall trends in the global market.”

The second night cocktail party was well attended and many business relationships were started and nurtured there, ending a busy and productive second day. Many brand owners attended the show with a view to exhibiting next year, and Licensing Expo Japan is excited to begin working with them to support their business goals in Asia.

“We are very pleased with our experience exhibiting at the inaugural Licensing Expo Japan,” said Mr. David R. Buckley, President, Copyrights Asia. “We had strong foot traffic and were able to meet with a lot of people, both current partners and new contacts. Copyrights Asia had some very good conversations and look forward to using the Matchmaking Service to make appointments ahead of next year’s show.”

Licensing Expo Japan 2018 will take place April 25-27 at Tokyo Big Sight. For more information about the 2018 Expo including upcoming events and highlights, please visit <http://www.licensingexpo.com/en/>

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About UBM’s Global Licensing Group (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 organizer 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; for UBM corporate news, follow us on Twitter at @UBM, UBM Plc LinkedIn