

China Licensing Expo Tradeshow

INTERNATIONAL TRADE FAIR

21 – 23 October 2020

Shanghai, China, PR

GENERAL OVERVIEW

21 – 23 OCTOBER 2020



Location

SNIEC – Shanghai New International Expo Centre

No. 2345, Longyang Road, Pudong New Area

201204 Shanghai

China, PR

Asia

About the expo

As the largest professional licensing-focused exhibition in Asia, exclusive sponsored by LIMA, China Licensing Expo is widely recognized as the most effective highway to get into China's market and the perfect platform to promote brands, develop licensing business. This is the best face to face & B2B networking highway to connect worlds' most influential entertainment, character, fashion, art, publishing, sport and collegiate brand owners with top class consumer goods manufacturers, licensees and retailers in mainland China.

More Facts

Show type

International trade fair

First year of expo

2011

Branches

Business, Franchising, Licensing

Products / Sectors

Animation and cartoon, entertainment, fashion, sports and lifestyle, culture and art, online games

Open to

Trade visitors

Frequency

Annual, with China Toy Expo and China Kids Expo

Expo Website

EVENT ORGANISER

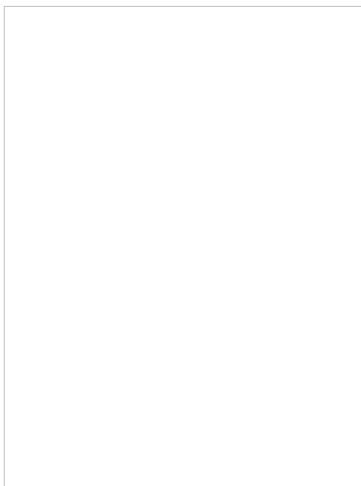
CTJPA - CHINA TOY & JUVENILE PRODUCTS ASSOCIATION

Room 1501, Block C2, Jinmao Tower, No.18, Xi Zhi Men Wai Street, Xicheng District
100044 Beijing

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[Open Website](#)



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