

# Licensing Expo Japan International Trade Fair

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INTERNATIONAL TRADE FAIR

5 – 7 February 2020

Tokyo, Japan

## GENERAL OVERVIEW

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### 5 – 7 FEBRUARY 2020



#### Opening hours

10am – 6pm, last day 10am – 5pm

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#### Location

##### Tokyo Big Sight

3-11-1 Ariake, Koto-ku

135-0063 Tokyo

Japan

Asia

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#### About the expo

UBM, organizer of Licensing Expo in Las Vegas, and the International Licensing Industry Merchandisers' Association (LIMA) are partnering to bring the new Licensing and Brand Extension networking and education event to Tokyo, Japan for the first time in 2017. The event will comprise a trade show and a conference and will be co-ocated with IFF MAGIC Japan, a new joint venture between MAGIC and JFW-International Fashion Fair, Japan's longest running, bi-annual fashion business tradeshow. Apparel, accessories and footwear represents the largest category for licensing both globally and in Japan, where 32 percent of all retail sales of licensed products derive from this category.

#### More Facts

##### Show type

International trade fair

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##### First year of expo

2017

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##### Branches

Business, Franchising, Licensing

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##### Products / Sectors

Apparel, toys and games, gifts, housewares, stationery, home décor, videogames, apps and publishing

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##### Open to

Trade visitors

## Frequency

Twice a year, with TIGS

## Expo Website

<http://www.licensingexpoJapan.com/en/>

## EVENT ORGANISER

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**LIMA - International Licensing Industry Merchandisers' Association**

**UBM JAPAN CO., LTD. / INFORMA MARKETS**

Kanda 91 Building, 1-8-3 Kaji-cho, Chiyoda-ku

101-0044 Tokyo

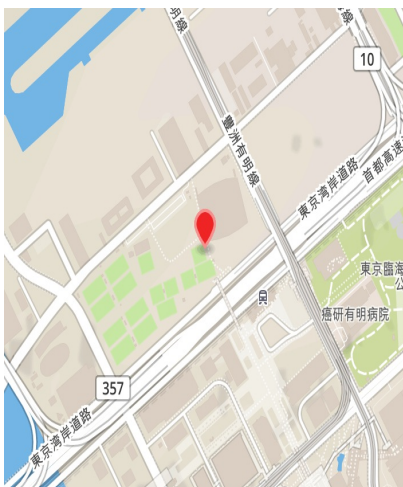
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[Open Website](#)



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