

8th LICENSING JAPAN











Character & Brand Licensing Trade Show

LICENSING JAPAN 2018 concluded with a great success!


From April 4 to 6, 2018, LICENSING JAPAN 2018 <http://www.licensing-japan.jp/en/> was held at Tokyo Big Sight, Japan. It gathered about 300 exhibitors, 42,594* trade visitors, 11,267* conference attendees and 449* press visitors. The numbers of trade visitors increased by 10% this year compared with last year. (*including concurrent fairs)

Japan has been the world's third largest market for licensed products and LICENSING JAPAN is Japan's LARGEST trade show for character & brand licensing business. The key feature of this show was the huge range of properties and having lively meetings .

Major Characters (excerpts)

 <p>Pocket Monsters (SHOGAKUKAN PRODUCTION)</p>	 <p>DRAGONBALL Z (TOEI ANIMATION)</p>	 <p>Rilakkuma (GREEN CAMEL)</p>	 <p>YO-KAI WATCH (DENTSU / BIGFACE)</p>	 <p>PAC-MAN (BANDAI NAMCO Entertainment)</p>
 <p>Gaspard et Lisa (SONY CREATIVE PRODUCTS)</p>	 <p>MONSTER HUNTER (CAPCOM)</p>	 <p>SONIC THE HEDGEHOG (SEGA Holdings)</p>	 <p>WHERE'S WALLY? (StylingLife Holdings)</p>	 <p>LINE FRIENDS (LINE Friends Japan)</p>

Brands & Arts (excerpts)

 <p>Keith Haring (ITOCHU FASHION SYSTEM)</p>	 <p>KUMADORI Makeup (SHOCHIKU)</p>	 <p>ANAP (ANAP)</p>	 <p>HANSHIN Tigers (HANSHIN Tigers)</p>	 <p>BUSHOAN (Shinso ohashi)</p>
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To see full properties, visit the official website >> [CLICK HERE](http://www.licensing-japan.jp/en/)

[NEW] Matching-System supported the meetings on site



Matching- System is the online support service, which exhibitors/visitors can search what they are looking for and set up appointments one another. About 500 appointments were set through it and the participants were conducting lively meetings on site.

Japan Character Award was held inside the fair!



Within LICENSING JAPAN 2018, Japan Character Award, which awarded the best character & brand of the year, 2018 in Japan was held by Character Brand Licensing Association (CBLA). *Despicable Me* franchise was awarded as the best 2018 character and *LISA LARSON* was awarded as the best 2018 brand at the event.

[NEW] Character Photo Session finished success!



Character Photo Session, characters from exhibitors gathered, was held after Japan Character Award for the first time. The session had a great success and the atmosphere was lively gathering lots of press/trade visitors.

Next

**LICENSING
JAPAN**

Dates: **April 3 (Wed) – 5 (Fri), 2019**

Venue: Tokyo Big Sight, Japan Organised by: Reed Exhibitions Japan Ltd.

Interested in exhibiting >> <http://www.licensing-japan.jp/en/ex/>