

IP引领时尚，授权助力零售 Trends on IP, Retail with Licensing

地点 Venue
4.1 - K112
热点交流 Talking Point

近年来，IP 授权商业模式在我国发展得非常迅速，各种类型的品牌纷纷与各行业进行跨界合作，并在服装面料行业产生了很多成功案例，诸位嘉宾将在此次探讨会上分享IP 授权行业发展趋势及如何选择合适的IP 助力企业的销售增长。

IP授权 x 服装时尚展示区在4.1号馆H48将展示各种纺织品授权产品及不同类型授权IP 讯息，帮助面料制造商探索IP 授权新商机。

In recent years IP licensing got a quick increase in Mainland China as a new business model. Different types of brands and corporate brands are seeking for crossover with the brands in different industries. Many successful licensing cases have been created in the textile apparel industries. Speakers will share the trends of licensing and how a company could benefit on the sales increase from taking a license properly.

A display area Licensing x Fashion in hall 4.1 (4.1-H48) will showcase various licensed textile products and licensing information, helping textile companies to explore new business opportunities through IP licensing.

2019.9.25			
时间 Time	主题 Topic	讲者 Speakers	语言 Language
11:00 – 11:05	开场致辞 Opening	温婷女士·法兰克福展览(香港)有限公司高级总经理 Ms Wendy Wen, Senior General Manager, Messe Frankfurt (HK) Ltd	普通话 Mandarin Chinese
11:05 – 11:30	全球授权行业概述 Global Licensing Industry Overview	黄玉芬女士·国际授权业协会大中华及东南亚区董事总经理 Ms Tani Wong, Managing Director, Greater China and Southeast Asia, Licensing International	普通话 Mandarin Chinese
11:30 – 11:50	如何借力IP授权提升品牌价值? How to Elevate Brand Value through Licensing?	王海滨先生·红纺文化IP授权合作中心总经理 Mr Lawrence Wang, General Manager of Licensing Center, China Brands Group Co Ltd	普通话 Mandarin Chinese
11:50 – 12:30	专题小组会议 主题1. IP授权如何赋能服装企业? 主题2. 服装企业如何选择适合自己的IP? Panel Discussion Topic1. How licensing could benefit apparel companies? Topic2. How to choose an IP properly for an apparel company?	(1) 黄玉芬女士·国际授权业协会大中华及东南亚区董事总经理 Ms Tani Wong, Managing Director, Greater China and Southeast Asia, Licensing International (2) 王海滨先生·红纺文化IP授权合作中心总经理 Mr Lawrence Wang, General Manager of Licensing Center, China Brands Group Co Ltd (3) 周睿琳女士·上海美术电影制片厂有限公司市场总监 Ms Selina Zhou, Marketing Director of Shanghai Animation Film Studio Co Ltd	普通话 Mandarin Chinese