

“IP引领时尚，授权助力零售” — Intertextile面辅料展专场IP授权研讨会
“Trends on IP, Retail with Licensing” — Licensing Seminar at Intertextile Apparel 2020

地点 Venue
7.1-E132
热点交流
Talking Point

IP授权作为一种新兴的商业模式，近年来在我国发展非常迅速，各类IP与服装品牌的跨界合作层出不穷，服装也在全球范围内成为IP授权商品零售额占比最高的行业，本次研讨会旨在邀请知名IP企业分享与服装品牌的合作案例，并探讨行业发展趋势。

As a new kind of business collaboration licensing has developed very rapidly in Mainland China in the past few years and apparel type ranks No.1 in the licensed product market worldwide by collaborating with different kinds of intellectual properties. This seminar aims to explore the industry trend by inviting licensors of famous IPs to share with their collaboration cases with apparel brands.

2020.9.24		
时间 Time	讲者 Speakers	
14:00 – 14:05	开场致辞 Opening	温婷·法兰克福展览(香港)有限公司高级总经理 Wendy Wen, Senior General Manager, Messe Frankfurt (HK) Ltd
14:05 – 14:25	潮流就要这样“装”——用世界博物艺术IP赋能时尚行业 Empower the Fashion Industry with the World's Art IP	仇非·上海品源文华市场营销策划有限公司CEO Frank Qiu, CEO, Alfilo Brands
14:25 – 14:45	IP时代美学生活赋能者 A Modern Aestheticist and IP Management Professional	成琨·北京中创文旅文化产业集团 授权事业部总经理 Cheng Kun, General Manager of Licensing Business Unit, Beijing Zhongchuang Tourism & Culture (ZCTC) Group
14:45 – 15:05	内容IP时代的新营销 Evolutionary Sales with Rich Content IP	丁华·深圳拉瓦数字动漫有限公司授权业务负责人 Ding Hua, Licensing Director, Shenzhen Larva Digital Animation Co Ltd
15:05 – 15:25	IP赋予新时尚 Integrating IP with the Latest Fashion Trends	吴佳彦·艾影(上海)商贸有限公司设计总监 Jenny Wu, Creative Director, Animation International (Shanghai) Ltd
15:25 – 16:00	专题小组会议 主题一：后疫情时代，IP如何更好地赋能服装行业？ 主题二：服装企业在选择IP时需要注意哪些问题？ Panel Discussion Topic 1: After COVID-19 Outbreak How Does IP Better Empower the Apparel Industry? Topic 2: What Does an Apparel Company Need to Pay Attention to When Choosing an IP?	(1) 古莹·法兰克福展览(上海)有限公司项目经理 James Gu, Project Manager, Messe Frankfurt (Shanghai) Co Ltd (2) 仇非·上海品源文华市场营销策划有限公司 Frank Qiu, CEO, Alfilo Brands (3) 成琨·北京中创文旅文化产业集团 授权事业部总经理 Cheng Kun, General Manager of Licensing Business Unit, Beijing Zhongchuang Tourism & Culture (ZCTC) Group (4) 丁华·深圳拉瓦数字动漫有限公司授权业务负责人 Ding Hua, Licensing Director, Shenzhen Larva Digital Animation Co Ltd (5) 吴佳彦·艾影(上海)商贸有限公司设计总监 Jenny Wu, Creative Director, Animation International (Shanghai) Ltd

*普通话 Mandarin Chinese