

EVENT BROCHURE 2023



各見本市情報



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LONDON BRAND LICENSING EUROPE

IT STARTS HERE.®

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GLOBAL LICENSING GROUP

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**Advancing the business of brand licensing.
Reaching 200,000+ licensing professionals worldwide.**



An exploration of brand licensing for retailers

7 MARCH 2024

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EVENT



The world's largest licensing trade show

21-23 MAY 2024

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EVENT



A day of licensing for the French licensing market

27 JUNE 2024

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EVENT



The leading event for the growing Asian licensing market

17-19 JULY 2024

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EVENT



Europe's leading event for licensing and brand extension

24-26 SEP 2024

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EVENT



Brand licensing made easy

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365+ ALL YEAR ROUND
EDUCATION



The leading licensing news source globally

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365+ ALL YEAR ROUND
MEDIA

LONDON BRAND LICENSING EUROPE 2023

9649 Visitors

+19% YoY attendance

229 Exhibitors

+13% vs. 2022

101 Countries

Top countries in attendance:



1,166 Retail attendance including:



+31% Increase in retail attendance over 2022

'BLE is a **must-do for anyone in the business of licensing**. There's no other venue in Europe at which so many brand owners, licensees and retailers gather in the same place at the same time, giving us the **perfect opportunity to showcase our property plans for the year ahead**. [...] This year's show [2023] was an exemplar of how to deliver, from the marketing beforehand to the execution on show days, the Informa team genuinely care about the success of all involved.'



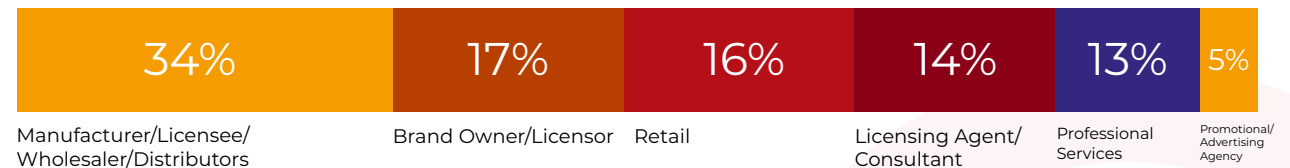
ROB CORNEY, BULLDOG LICENSING



Media Outlets included:



Visitor Attendee



Increase in decision makers

CEO or Director level making up 38% of all attendance



5,696 meetings confirmed

Booked through the official Brand Licensing Europe Online Meetings Platform



42% increase in new visitors since 2022

GLOBAL LICENSING GROUP

GEOGRAPHICAL BREAKDOWN

STATS FROM 2023



101

2023 saw a 28% growth in international visitors. With 101 representative countries in attendance, 35% of total visitors were international.

Top countries from Europe at BLE (exc. UK)

- 15% Germany
- 14% France
- 14% Spain
- 12% Italy
- 9% Netherlands
- 6% Poland

2023 VISITOR SAMPLE

Product Category Represented

Fashion & Apparel **33%**
Toys & Games **32%**
Gifts & Novelties **27%**
Houseware/Home Furnishings/Décor **16%**
Juvenile & Infant Products **13%**
Stationery/Paper Goods **13%**
Food & Beverage **12%**
TV/Video/Film/DVD/Streaming Media **12%**
Sporting Goods/Outdoor **11%**
Publishing **10%**
Health & Beauty **10%**
Music **8%**
Video Games & Apps **7%**
Location-Based Entertainment/Attractions/Live Events **6%**
Consumer Electronics/Software/Hardware **6%**
Travel/Leisure **4%**
Pet Products **4%**
Automotive **4%**
Services/Promotions **4%**
Casino/Lottery **1%**

Property Category Interest

Character & Animation **46%**
Toys & Games **43%**
TV/Video/Film/DVD/Streaming Media **41%**
Video Games & Apps **32%**
Fashion & Apparel **32%**
Art & Design **31%**
Sports **26%**
Music **24%**
Corporate Brand **22%**
Celebrity **21%**
Food & Beverage **17%**
Publishing **15%**
Travel & Leisure **10%**
Automotive **9%**
Heritage/Charity/Public Sector (Non Profit) **8%**
Colleges/Universities **8%**



2023 VISITOR SAMPLE



“ BLE 2023 TESTIMONIALS ”

“It was great to be discussing new opportunities and brand collaborations with licensing folk from all over Europe. [...] There were more licensees from Europe and retailers were there across all three days. As well as updating our active licensees and retailers, we had many walk on’s from potential new licensees and retailers. **There seemed to be a genuine willingness to commit to future deals and also to plan new business and activity.**”

Pindy O’Brien, Walker Books



“We had lots of great meetings at the show with exciting news and ideas being shared and we’re busy doing follow ups now to ensure these conversations progress. We also had numerous interesting walk-ons and we’re really happy to be speaking to new potential partners to explore how we can work together moving forwards. **BLE provides a great opportunity to meet with new companies, especially those looking at licensing for the first time.**”

Sophie Yates, Bulldog Licensing



“We had a great BLE this year – **it was our biggest stand to date, doubled in size from last year and big growth since our first stand five years ago.** We had three days of back to back meetings with new and established license partners and retailers. Lots of exciting conversations and possible collaborations were discussed.”

Faye Rashad, Brand Alliance



“Even with the challenges we are all currently facing the atmosphere was upbeat and positive. The licensing industry is so friendly that we all look forward to these opportunities to reconnect in person and that always gives the show a very special feel. For me the highlight this year was the **overarching theme of partnership** in all my meetings. Conversations were open, honest and therefore very meaningful. **We are all working towards the same goals and I am excited to see what the next 12 months bring.**”

Emily Fawcett, Aabyse



“BLE 2023 was a major success. [...] Our UK and EMEA teams connected with current and prospective partners, and we even had some surprise retailer visits. **Everyone came to the show with purpose and wanting to transact**, so we’ve had some really meaningful new business conversations that we are looking forward to progressing.”

Jamie Drew, Paramount

LONDON BRAND LICENSING EUROPE 2024

24-26 SEPTEMBER

Top 5 reasons to exhibit:



Speak directly with the decision makers - 38% of 2023 attendees were CEO or Director level.



Extend your brand into new categories and territories - 101 countries represented at BLE 2023



Secure new licensing deals onsite - Have multiple meetings with licensees from around the world using our free Matchmaking Service



Launch your brands to an engaged audience - Secure new partnerships with engaged retailers and manufacturers from across the industry



Stand out from your competitors - Reinforce your commitment to the marketplace – let people know you're here to stay



64% OF EXHIBITORS EXPECTED TO GET 4 OR MORE DEALS FROM BLE IN 2022

80% OF EXHIBITORS SAID THEIR OBJECTIVES FOR THE SHOW IN 2022 WERE MET



Exhibitors include:



ZONES OF BLE



SEE 2023 FLOORPLAN

Character & Entertainment

- **50% visitors** interested in the Character & Entertainment zone
- **3 in every 4 retailers** looking to partner with a character & entertainment brand

**CHARACTER | ANIMATION | ENTERTAINMENT | MUSIC
GAMING | TV | FILM | PUBLISHING | APPS**

Brands & Lifestyle

- **44% visitors** interested in the Brands & Lifestyle zone
- **3 in 4 retailers** looking to partner with a lifestyle brand

**CORPORATE BRANDS | FASHION | HERITAGE | SPORTS
AUTOMOTIVE | CHARITIES | CELEBRITIES | FMCG**

Art & Design

- **20% visitors** interested in the Art, Design & Image zone
- **1 in 3 retailers** looking to partner with art/design brand

ARTISTS | DESIGNERS | IMAGE LIBRARIES | ILLUSTRATORS

Sports

- **17% visitors** interested in the Sports zone
- **1 in 4 retailers** looking to partner with a Sports brand

SPORTS TEAMS | SPORTS LEAGUES | SPORTS COMPETITIONS

ENHANCED EXHIBITING EXPERIENCE

Enhance your presence at Brand Licensing Europe 2024 with digital add ons which will allow you to **make connections online pre-show**, allow you to **generate more leads at the show** and provide **better reporting and insights post-show**, helping you measure ROI from your time exhibiting.

In 2023 we saw **3112 unique leads total** across all exhibitors who used Visit Connect, in addition to the contacts they made from the Online Meetings Platform. In 2022, our attendees spent **50% of their time at the show attending pre-booked meetings from the Online Meetings Platform.**

By securing your stand at BLE, you will also benefit from our 'Lead Generation package' to provide you with more measurable ROI than ever before which includes:



- **Unlimited lead retrieval scanners** allowing you and your entire team to scan visitor badges, capture leads and deliver digital content to visitors through QR codes.



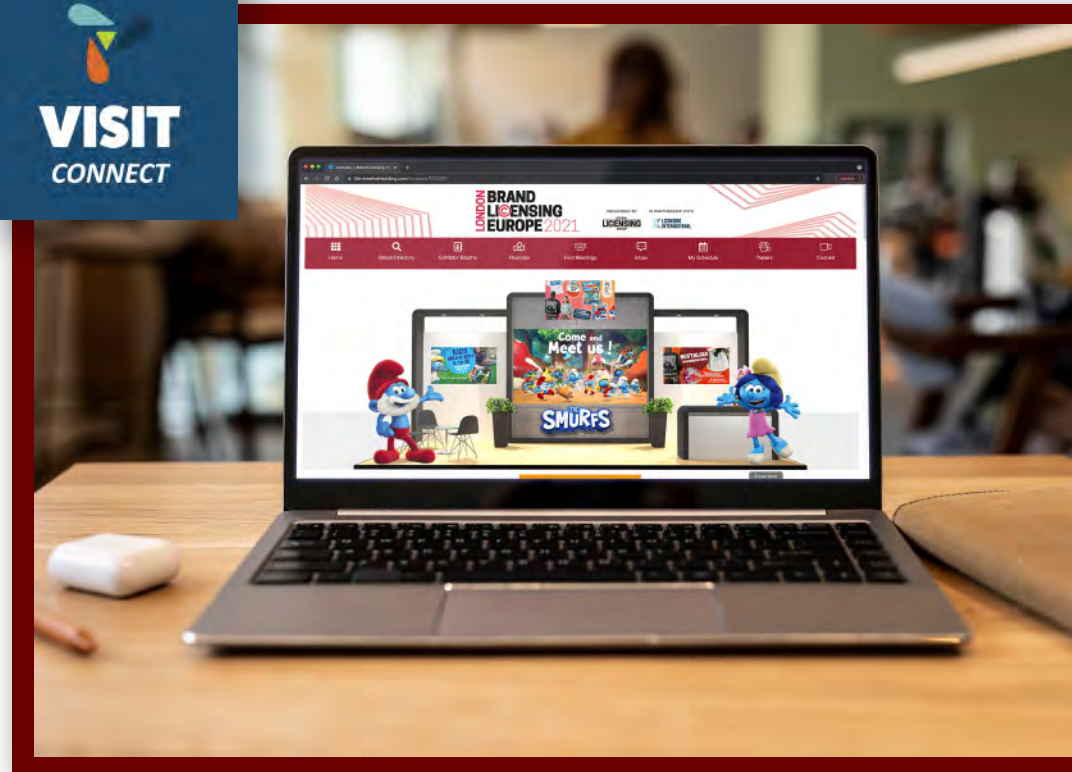
- **A Showcase Page** in our online platform to showcase your IP and book meetings ahead of time with visitors.



- **Concierge Matchmaking Service** to provide 1:1 assistance with meeting outreach with select attendees to meet your needs.



- **Lead Generation pre & post show** with our 'business card drop-off feature' for additional ROI outside of the live event dates.



MORE SPONSORSHIP OPPORTUNITIES

LONDON BRAND LICENSING EUROPE

Enhance your presence beyond your stand with a variety of sponsorship options



OFFICIAL PUBLICATION LICENSE GLOBAL

Showcase your brand to the global licensing industry year-round



GET IN TOUCH - SALES CONTACTS

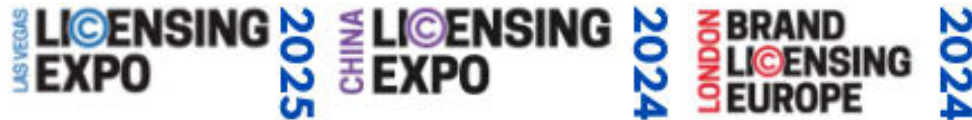
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