

2021年上海授权展展会简介

产品名称	2021年上海授权展展会简介
公司名称	上海琳广展览服务有限公司
价格	1400.00/平方米
规格参数	展会:中国授权展 时间:2021-10-19 地址:上海新国际展览中心
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产品详情

展会简介

展会名称：中国国际品牌授权展览会

时间：2021年10月19 - 21日

地点：上海新国际博览中心E1 - E3馆

届数：第十五届

同期举办：中国婴童展、中国玩具展、中国幼教展

观众：90000+名

观众类别：覆盖玩具、婴童用品、文具、家纺、服装、食品饮料、生活用品

礼赠品、美容日化、电子消费品及主题空间等全领域。

1、关于中国授权展 | Profile

Why China?

据《2020中国品牌授权行业发展白皮书》统计，2019年中国年度授权商品零售额达992亿元

, 同比增长 15.9%。

2019年中国年度授权金为38.2亿元。中国是全球授权行业增速*快的市场之一，其规模稳居全球第五，仅次于美国、英国、日本和德国，发展潜力和空间巨大。

According to China Licensing Industry Report 2020, the total retail volume of licensed merchandise in China in 2019 reached USD 14.6 billion, 15.9% growth year-on-year. And the royalty fee of the industry amounted to RMB 3.82 billion.

China ranks the fifth largest licensing market in the world, only after US, UK, Japan, and Germany. Licensing business in China is expanding rapidly with huge potential.

Why China Licensing Expo?

CLE中国授权展是中国***批准的**以“中国”字头命名的授权展，由中国玩具和婴童用品协会主办。CLE中国授权展从2007年发展至今，已成功举办14届，现已成为亚洲规模**、**行业影响力、**权威性和专业性的国际化商贸平台。

The largest professional licensing exhibition in Asia, China Licensing Expo (CLE) is organized by the China Toy & Juvenile Products Association (CTJPA). The headline-hitting three-day B2B licensing networking event is widely recognized as the most effective network to promote brands, properties, characters and designs, to start and expand licensing businesses in China, by connecting the world's most influential property owners and high quality consumer-goods manufacturers, licensees and retailers throughout the nation.

2、参加CLE中国授权展共享协会特有资源1) [IP365X, 全年365天的线上CLE | IP365X, Online China Licensing Expo](#)

线上“IP365X”对接平台由中国玩具和婴童用品协会品牌授权专委会主办，旨在为行业搭建365天线上线下打通的商贸对接平台。IP365X平台除了常年展示推广IP及案例外，旨在集合各行业授权商及被授权商资源，发现潜在合作客户，对接合作需求。此外，IP365X还联合数十家***行业协会宣传推广IP，进行线上线下邀约配对，推动IP与被授权企业之间的商业对接。

“IP365X” belongs to China Toys and Juvenile Products Association. IP365X aims to bring

together a wide range of licensors and licensees from various industries and resources, open up information barriers, solve the information asymmetry phenomenon in the field of brand authorization and effectively promote the commercial docking between various authorized IPs and authorized enterprises.

2) IP授权生态圈赋能计划 | China Licensing Ecosystem

IP授权生态圈赋能计划于2019年由中玩协品牌授权专委会发起，与26家国家级行业协会和重点被授权行业展会主办方战略合作，培育市场的同时打通整个授权生态系统。2021年的IP授权生态圈赋能计划将与多个被授权重点行业展会相结合，包括广州美博会、成都糖酒会、中国（上海）文化会、中国（上海）百货会等贯穿整年重点被授权行业头部展会。

In 2019, we began to organize exhibitors to engage in trade fairs of various industries and 26 national industry associations with potential licensees. By collaborating with China International Beauty Expo, China Food and Drinks Fair, China Stationery Fair, and the China Daily-Use Articles Trade Fair in the forms of jointly held forums, exhibition pavilions and business matching events etc., we have enabled IP owners to connect with licensees with great efficiency.

3) 品牌授权行业人才培养 | Professional Talents Training Programs

- 文旅部数字文化产业研修班 China National Training Program on Licensing

- 中国品牌授权*英学院（线上+线下）China Licensing Professional Academy: Online and Offline

- **文物局文博体系品牌授权业务交流培训 Licensing Training Program for Chinese Museums

- 品牌授权学院校友会 Brand Licensing Academy Alumni Association

4) 《中国品牌授权年度行业白皮书》 | China Licensing Industry Report

中玩协品牌授权专委会连续四年发布《中国品牌授权行业发展白皮书》指导行业发展。本白皮书也是全球**一份针对中国品牌授权行业发展的专业报告。白皮书从我国授权商、被授权商、渠道、生态圈、消费市场、授权产品质量状况、授权行业发展现状及趋势等多个角度，专业地对我国授权行业发展进行了细致的调研分析，推动我国授权行业的健康长期发展。

To promote the long-term and healthy development of licensing industry in China, the CTJPA Brand Licensing Council issues the China Licensing Industry Report.

3、专业化邀请推动企业高质量发展

全渠道**定向邀请

呼叫中心电话邀约，超75,000名专业人士到场；

每月EDM300,000+封，触达各行业被授权企业；

特邀地方协会/商会、商超连锁店、行业媒体200+家，组织展团参观；

全年主流展览会、主题活动推广，覆盖30+万人

联合全球20家国际协会/组织机构组团，超过30家国际媒体全年不间断报道展会新闻。

4、四展同台，全产业链一站式合作

CLE中国授权展、CTE中国玩具展、CKE中国婴童展、CPE中国幼教展四展同台，十七大类细分产品品类及上、下游产业链以细分专区集中展示，创新一站式合作、采购模式。

5、多元化、多渠道媒体宣传，在大数据时代引领行业风潮

- 《品牌授权》CLE专刊 China Licensing Magazine CLE special issue

- CLE中国授权展**微信公号 CLE Official WeChat account

- CLE中国授权展**CLE Official Website

- 中国品牌授权EDM直邮 Chinese brand licensing Email Direct Marketing

- 2000+篇国内外行业新闻话题报道 Over 2000 domestic and foreign industry news reports

6、展商

7、IP主题沉浸式空间场景 | IP theme immersion space

- IP体育公园 IP Sports Park

- IP主题咖啡厅 | IP Theme Cafe

- 文旅IP展示区 | Culture & Tourism IP Exhibition Area
- CLE中国授权金星奖展示区 | CLE China Star Award Display Area
- IP365X商贸对接区 | IP365X Business Matching Area

8、CLE中国授权周 | China Licensing Week

- 中国品牌授权高峰论坛 China Licensing Summit (CLS)
- 品牌授权学院校友交流会 China Licensing Alumni
- 中国文旅地产创新发展高峰论坛 China Culture Tourism & Real Estate Innovation Development Summit
- IP授权赋能文化和旅游融合项目对接会 Matchmaking Meeting on Culture and Tourism Integration
- “IP无界 授罗万象”T台秀 “Boundless IP, Including Anything” Runway Show
- 授权让文博资源“活”起来交流对接会 Matchmaking Program on Museum Resources
- 中国品牌授权*英学院初阶授权经理人培训 China Licensing Talents Academy
- 品牌授权联盟交流工作会 Brand Licensing Federation Conference
- CLE授权之夜暨CLE中国授权金星奖颁奖盛典 CLE Night & China Licensing Star Awards Ceremony
- IP卡通形象大巡游 Cartoon Characters Parade
- 中国品牌授权专题研讨会 China Licensing Conference Thematic Session

9、主办介绍 | Organizer

中国玩具和婴童用品协会成立于1986年，为国资委和民政部归口管理的全国性行业协会，是非营利性社会组织，是中国**的全国性玩具和婴童用品行业社团组织，是中国政府指定的中国玩具和婴童用品行业在国际玩具工业理事会（ICTI）的**合法代表。中玩协会员包括从事玩具、婴童用品、品牌授权和学前教育及相关领域的企事业单位、社会团体。2007年开始涉足品牌授权行业，通过中玩协品牌授权专委会开展工作。14年来，通过开展行业规划、统计分析、人才培养、信息宣传、展览展示等工作，引导和促进中国品牌授权行业的健康持续发展。中玩协为CLE中国授权展的主办方，配合文旅部和**文物局等政府机构举办品牌授权的相关活动。并与超过26个***行业协会和知名展会合作等方式，引导和促进被授权企业借力授权促进实体经济高质量发展。The Organizer of China Licensing Expo, the China Toy &

Juvenile Products Association (CTJPA) is a non-profit trade organization dedicated to the toy, kids products preschool products, and licensing industry, and the only national association supported by the Chinese government in the industry since 1986. CTJPA receives strong support from China's Ministry of Culture, State Administration for Industry & Commerce, General Administration of Quality Supervision, Inspection and Quarantine of the P.R. China, etc, and now has become a leading role in China's licensing industry. By 2019, the registered membership of TJPA has surpassed 5,000 companies. With strong licensing demand from its membership companies, also to help them gain competitiveness in the market, CTJPA is working with more efforts to meet the demand and provide a platform connecting every aspect in the licensing field for the market.