

27 – 30 / 4 / 2018

## Licensing Unlocks New Opportunities 授權禮品開拓新機遇

- Date 日期 : 28 / 4 / 2018 (Saturday 星期六)  
Time 時間 : 3:30pm – 4:30pm 下午 3 時 30 分至 4 時 30 分  
Venue 地點 : Product Launch Area, Hall 1D, HKCEC  
香港會議展覽中心展覽廳 1D 產品推廣及發佈區  
Language 語言 : English 英語 (with recap in Putonghua 設普通話摘要複述)

Time 時間	Programme 程序
3:15pm – 3:30pm	Registration 登記
3:30pm – 4pm	Exhibitors' Perspective - Sharing of current licensed products/collections - How to select characters/licensors - Experience in working with licensing agents, licensors - Successful licensed products/campaigns  <i>Mr Gary Chan, Managing Director, Pyramid China Limited</i> <i>Mr Andrea Rossi, Managing Director, Moleskine Asia Ltd.</i>
4pm – 4:15pm	Buyer's Views - Views on opportunities in licensed products for gifts & premium - Sourcing requirements for licensed gifts - Development of licensed gifts in the market - Criteria in selecting licensed characters, licensors, licensing agents etc.  <i>Mr Tony Chiefari, General Manager, Featherdale Wildlife Park</i>
4:15pm – 4:30pm	Tips from Licensing Agent  <i>Mr Jeff Wu, Director – Licensing, Global Icons Asia Pacific Limited</i>

**Remarks 備註:**

- Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限。先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

Organiser 主辦機構: