

# **THE THIRD EDITION OF THE KIDS LICENSING FORUM IS ABOUT TO OPEN**

**Bologna, 23 to 25 March 2010**

The third edition of the KIDS LICENSING FORUM will open on Tuesday 23 March 2010, coinciding with the Children's Book Fair, the most important international exhibition devoted to children's books.

After the extraordinary success of the second edition, the Forum has now become a Fair in its own right, with over 30 exhibitors and three days of events, product previews, and workshops.

The KIDS LICENSING FORUM is now an independent exhibition, confirming that it is the main event in Italy devoted to the buying and selling of copyrights to products and contents for children and teens, now extended to other sectors such as fashion, sports, and brands.

The new Kids Licensing Forum, a totally separate 3-day event, now has its own space – Hall 31 – and a single entrance for visitors who also go to the Children's Book Fair.

In this new format, the Kids Licensing Forum becomes the ideal place to meet top players in the licensing field thanks to its close links to the Children's Book Fair and to the presence of licensors, licensees, agencies, film producers, broadcasters, distributors, and buyers from all over the world.

The Kids Licensing Forum is the only Italian event organised in cooperation with LIMA, the worldwide trade organisation for the licensing industry. For more information, see: [www.kidslicensingforum.com](http://www.kidslicensingforum.com)

Three days to meet the top companies exhibiting in this new Hall: ALPHANIM, ATLANTYCA, BACKSTAGE, CARTOON NETWORK, DALL'ANGELO PICTURES, DIC 2, DYNIT, E1 ENTERTAINMENT, GRUPPO PREZIOSI, IMIRA ENTERTAINMENT, LICENSING ITALIA, LIMA, MATTEL, MARATHON MEDIA, MEDIASET, NICKELODEON USA, PLANETA JUNIOR, RAITRADE, SANRIO, SEVEN, SMART BRANDS, STARBRIGHT, TEAMWORKS, THE LICENSING FACTORY, TOTAL LICENSING, ULTRALINK, WARM UP, WARNER BROS, ZINKIA ENTERTAINMENT, JUVENTUS.

In addition to other confirmed exhibitors (including those above), DISNEY CONSUMER PRODUCTS, ELASTIC RIGHTS, GRANI & PARTNERS and SMILEY WORLD will be in the network lounge with samples of their licensed products.

**Programme 2010 - SEMINARS AND EVENTS' DRAFT PROGRAMME**

*At the Screening Room - Hall 31*

For seminars and events for which an invitation is required, please send an e-mail to [licensing@bolognafiere.it](mailto:licensing@bolognafiere.it)

**Tuesday March 23rd 2010**

time 11.45 am-1.15 pm

**FOCUS BACKSTAGE: 2010/2011 NEWS**

By Backstage

time 2.00-2.30 pm

**BACKSTAGE AND JAPAN: NEW LICENSING OPPORTUNITIES**

By Backstage

time 2.30-3.00 pm

**TEEN DAYS, THE FIRST ANIMATION TALENT SHOW: SNEAK PREVIEWS OF SEASON 2**

By Smart Brands

time 3.15-3.45 pm

**CARTOONS ON THE BAY - ARLECCHINO AWARD ANNOUNCEMENT**

Promoted by RaiTrade in cooperation with Bologna Children's Book Fair

time 4.00-4.45 pm

**DISNEY FAIRIES: FROM BOOK TO FILM, TO MERCHANDISE, TO TV**

By Disney Consumer Products Italy

**Wednesday March 24th 2010**

time 11.00-11.50 am

**MEDIASET OPPORTUNITIES. 2010/2011 CONFIRMATIONS AND NEWS**

Organised by RTI - Mediaset

time 12.00-1.00 pm

**THE PROFESSION OF ILLUSTRATOR: COPYRIGHTS AND SUBSIDIARY RIGHTS**

Speakers: **Anders Suneson** (Svenska Tecknare) and **Saly Cutting** (APIM)

Organised by EIF - European Illustrators Forum

time 3.45-5.00 pm

**WARNER BROS. CONSUMER PRODUCTS: THE POWERHOUSE OF ENTERTAINMENT**

By Warner Bros Consumer Products Italia

**Thursday March 25th 2010**

time 10.00-11.00 am

**KEYNOTE SPEECH: "WHAT MAKES A BRAND LICENSABLE?"**

Promoted by LIMA USA in cooperation with Kids Licensing Forum

Keynote speaker: **Ciaran Coyle**, Managing Director, Beanstalk Group UK

Introduced by: **Charles Riotto**, President LIMA USA

time 11.15-11.50 am

**SPIKE TEAM PREVIEW**

By Teamworks Srl

(By invitation only)

time 12.00 am-2.00 pm

**LICENSING CLASSIC PUBLISHING BRANDS**

Organized by Total Licensing

*Classic brands, from a publishing base, have formed the basis of many successful licensing and entertainment programmes with properties as diverse as Winnie the Pooh, SpiderMan and Beatrix Potter. This seminar will take an in-deph look the licensing of classic publishing brands and how different companies have approached developing and creating licensing programmes in different parts of Europe.*

**Francesca Ash**, Publisher, Total Licensing  
**Bettina Koeckler**, SVP Licensing, EMEA. Chorion  
**Eric Edery**, Head of Licensing, Method Animation Xpress  
**Maria Giovanna Gurrieri**, Director Licensing Division, Atlantyca

time 2.15-3.00 pm

**NEWS FROM MATTEL BRANDS CONSUMER PRODUCTS: A NEW PROPERTY FOR GIRLS**

(Registration at Mattel stand A/33)  
By Victoria Licensing & Marketing

time 3.00-4.00 pm

**FROM PICTURE BOOKS TO AUDIOVISUAL ANIMATION: QUALITY ENTERTAINMENT FOR CHILDREN**

OQO filmes project, presentation ceremony in collaboration with the Bologna Children's Book Fair

**Eva Mejudo**, OQO editora  
**Marcos López**, OQO filmes  
**Géraldine Gonard**, Imagina International Sales

time 4.00-4.30 pm

**PROFESSOR BALTHAZAR - THE LICENSE THAT WASN'T MEANT TO BE**

By Ultralink

**Workshop 2010**

Workshops are organized in cooperation with Licensing Italia, official LIMA representative in Italy.

Reservation is required to take part to the workshops. Please make your reservation by filling out the participation form that you can find at the bottom of this page.

**Tuesday March 23rd 2010**

time 11.00 am-1.00 pm

**INTERNATIONAL LICENSING CONTRACTS**

Legal aspects and questions on European contracts and Extra-European agreements

Workshop coordinator: **Avv. Raffaello Nemni**

time 2.00-3.30 pm

**MARKET RESERCH**

New tools to supporting the decisions about licensing

Workshop coordinators: **Elena Signorelli** - Partner of the research institute C.R.A.,  
**Fulvio Albertella** - Partner of the research institute C.R.A.

**Wednesday March 24th 2010**

time 11.00 am-1.00 pm

**LICENSING AS A LEVER FOR STRATEGIC DEVELOPMENT IN THE FASHION BUSINESS**

Workshop coordinator: **Andrea Belloni** - Brand Development Manager, PRECA BRUMMEL S.P.A.

time 3.00-5.00 pm

**SPORTS BRANDS AND LICENSING**

Workshop coordinator: **Fabio Santoro** - Marketing Manager, Lega Calcio; **Fabio Mattaliano** - Commercial Manager, Licensing, Retail & Soccer Schools, Juventus Merchandising; **Andrea Caloro** - Licensing Manager, A.S. Roma

**Thursday March 25th 2010**

time 11.00 am-1.00 pm

**"LICENSING IN" IN THE VIDEOGAME MARKET**

Workshop coordinator: **Paola Mazzocchi** - Business to Business and Licensing Director Digital Bros

time 3.00-5.00 pm

**"LICENSING OUT" IN THE VIDEOGAME MARKET**

Workshop coordinator: **Alberto Coco** - Marketing Director Ubisoft

Bologna, March 2010  
(Kids Licensing Forum 2010 gb)