

## **BOLOGNA LICENSING TRADE FAIR 2018**

**Taking place during first three days of the Bologna Children's Book Fair, the BLTF, the only Fair event dedicated to the sector of licensed products. From the 26<sup>th</sup> to the 28<sup>th</sup> March, with over 800 examples of intellectual property, a prize for the best licensing programmes, dozens of previews and hundreds of B2B meetings**

Completing the line up at the Bologna Children's Book Fair, once again this year taking place at the same time in **Pavilion 31**, will be the **Bologna Licensing Trade Fair**, the only Italian Fair event in the sector of the trade in licenses and the development of products based on established brands and intellectual property. Organised by BolognaFiere, this year will be the eleventh edition of the event. The BLTF does not only deal with rights closely linked to the target demographic of children but also to brands and intellectual property in other sectors, from fashion to sport. Scheduled for the 26<sup>th</sup> to the 28<sup>th</sup> March 2018, attending the event will be the leading Italian companies in the sector as well as many international brands. The 2017 edition involved 60 exhibitors, of whom 23 came from outside of Italy from 14 different countries, representing 800 brands, 3000 visitors (of whom 70% were licensees, 15% buyers and 15% agencies and service suppliers, an overall increase of 20% on the previous edition).

In addition to the exhibition area, the schedule for BLTF 2018 includes, as always, numerous meetings and presentations of innovations, in addition to the "**Licensing Prospect Day**", which aims to involve new players from the manufacturing sector in the world of licensed products.

It is worth underlining that one sector that is particularly active in this sense, and that will have an extra relevance at BLTF 2018, is that of children's clothing. Numerous operators, in fact, are expected in Bologna thanks, above all to the relationships developed thanks to the initiative "**Nice Licensing**" created in January in Florence by BolognaFiere in partnership with Pitti Immagine and conceived by a BM Srl, as part of the latest edition of Pitti Bimbo, the international exhibition of children's fashion.

Once again the leading European and international distribution networks are due in the Licensing Retail Lounge at the Fair, which also involves a packed schedule of appointments and one-to-one meetings with the exhibitors.

Completing the programme is the second edition of the "**Bologna Licensing Award**", an accolade reserved exclusively for exhibitors at the event and awarded to the best licensing or product development programme created during the period 2016-2017.

BLTF 2018 thus underlines its position as the only fair event of its kind in Italy, and one of the leading events in Europe at which the main licensors and licensing agencies exhibit the innovations in the licensing market for brands relating to entertainment, fashion and sport, together with a numerous presence of companies dedicated to promotion, which are just as involved in the licensing market as they are in the publishing sector

### **BOLOGNA LICENSING TRADE FAIR**

**[www.bolognalicensing.com](http://www.bolognalicensing.com)**

[Linkedin.com /groups/4200555/profile](https://www.linkedin.com/groups/4200555/profile)

**#BLTF18**

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