

LICENSING: 'BLTF', THE FAIR DEDICATED TO LICENSED PRODUCTS RETURNS. FROM THE 3RD TO THE 5TH APRIL, PREVIEW AND B2B MEETINGS AT BOLOGNAFIERE.

Completing the line up for the Bologna Children's Book Fair and once again taking place alongside the Fair in pavilion 31, is the Bologna Licensing Trade Fair, the only Italian fair event for the trade in licenses and the development of products based on established brands and intellectual property. Organised by BolognaFiere, this year's event is its tenth edition. The scope of the event is not limited only to the target group of children but also to brands and property rights in other sectors, from fashion to sport. Scheduled for the 3rd to the 5th April 2017, this year too the Fair will include the participation of Italy's leading companies in the sector as well as many international brands. The 2016 edition involved 58 exhibitors, of which 22 were from 14 different countries, representing a total of around 800 brands. The 2017 edition will take place in an even larger exhibition space in a pavilion packed with innovations and exhibitors, while there has also been an overall increase in companies that produce licensed goods exhibiting at the fair thanks to the increasing number of operators in retail, distribution and licensing among the visitors to the fair.

In addition to the exhibition space, the programme for BLTF 2017 includes the confirmation of "Licensing Prospect Day) which has the aim of introducing new players from the manufacturing sector to the world of licensed products. Also confirmed is "Licensing Retail Day", in its fifth edition and organized in collaboration with Largo Consumo, which will include the presence of important European and international distribution networks. In 2016 over 500 one to one meetings were organized between exhibitors at the fair and retailers and companies present at the two events.

Again there will be previews and presentations about the latest innovations in the sector that that will shape the coming season. Also planned is the first edition of the "Bologna Licensing Award", a prize reserved exclusively to exhibitors at the event for the best licensing or development programmer created over the two years between 2015 and 2016.

"The BLTF is the only fair event of its kind in Italy in which the main licensors and licensing agencies display the innovations of the market of licensing, entertainment, brands, fashions and sport." Announced Marco Momoli, Italian commercial director of BolognaFiere. "In ten years of activities this fair has become the reference event for operators in Italy as one of the leading Italian events and one of the main events of its kind in Europe.

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Uno speciale ringraziamento a

