

## **BOLOGNA LICENSING TRADE FAIR 2018**

**Italy's only fair event dedicated to the trade in brands and licences is set to return From the 26<sup>th</sup> to the 28<sup>th</sup> March, alongside the Bologna Children's Book Fair, over 500 items of intellectual property available for the Italian market, dozens of previews, hundreds of B2B meetings and the second edition of the only award dedicated to the licensing industry**

From the 26<sup>th</sup> to the 28<sup>th</sup> March, completing the line up of the Bologna Children's Book Fair and taking place simultaneously in Pavilion 31, the **Bologna Licensing Trade Fair**, Italy's sole fair event for the trade in licences and the development of products based on brands and established intellectual property. Organised by BolognaFiere and this year in its 11<sup>th</sup> edition, the event does not only concern property rights relating to children's products but also brands and intellectual property from other sectors, from fashion to sport.

The fair will enjoy the participation of Italy's leading companies in the sector as well as numerous international brands. Approximately 50 exhibitors will be representing 500 brands, such as Warner Bros Entertainment Italia, Viacom International Media, Hasbro Italia, The Pokemon Company International.

When it comes to licensing, Italy is one of Europe's most important markets and is the absolute leader in the sector of fashion and accessories. Research carried out in 2017 by PWC Licensing Italy, examined the various market sectors in Italy, highlighting that fashion and character licensing are those that produce the highest revenues, respectively 613.9 million euros with a market share of 52.8% and 178.2 million euros with a share of 15.3%. The most profitable products are accessories and clothing with 329.3 million euros (28%) and 248.6 million euros (21%). Also significant is the sector of character licensing from which the greatest profits derive, in fact, from clothing and merchandising. The greatest revenues from the sale of licenses in Italy come from Europe for a total of 771.4 million euros (66.4% of the market share), while from the Italian markets this figure is 477.6 million euros (41.1%).

In addition to the exhibition area, the schedule for BLTF 2018 includes numerous meetings with Italian and international experts and presentations of new innovations, in addition to a space dedicated entirely to **retail**, the **Licensing Retail Lounge**, open for three days and ready to welcome the main Italian retail groups that are interested in developing agreements with today's leading brands and for whom a packed line up of events has been organised.

It is worth recognising that a particularly active sector, and one that BLTF 2018 will be giving particular prominence, is that of childrenswear: numerous participants from this sector are expected in Bologna, thanks above all to the network of relationships developed with the initiative "**NiceLicensing**", created last January in Florence by BolognaFiere in collaboration with Pitti Immagine and based on a project by BM srl, as part of the latest edition of Pitti Bimbo (the international trade event for the sector of children's fashion).

The line up includes a number of unmissable events, in particular:

***Editoria e giocattolo. Un dialogo possibile*** (Publishing and toys: a possible dialogue), Monday 26<sup>th</sup> March at 2.00pm

The publishing industry and the toy sector are invited to a discussion about how an increasingly close synergy could be encouraged, based on content, products and the distribution channels. Chairing the debate will be Ivan Colecchia, General Manager of diKidz Global, and speakers will include Stefano Quercetti, CEO of Quercetti SpA and deputy president of Assogiocattoli, Beatrice Fini, Editorial director

of Ragazzi e Young Adult for Giunti Editore Spa, and Paola Corsini, Licensing Consultant at Giunti Editore Spa;

***Dall'illustrazione alla style guide*** (From illustration to the style guide), Monday 26<sup>th</sup> March at midday From the development of original work to the use of creativity relating specifically to commercial products. Chairing the discussion will be Raffaella Pellegrino from the Studio Pellegrino law firm, while speakers include Omar Carano, Design for Licensing, and Benedetta Frezzotti of the Associazione Autori di Immagini;

**Broadcasting and Licensing. From the wealth of content for children and young people on television to the wager on content to capture their attention**, Tuesday 27<sup>th</sup> March at 11.00am. On one hand the specialist broadcasters that propose appealing line ups for children and young people and on the other licensors that create programmes to hold the attention of the younger groups on their intellectual property. All of this revolves around an enormous wealth of material on offer on television and elsewhere. The key players will be discussing current proposals and strategies. Chairing the debate will be Cristina Angelucci, Licensing, Media and Kids Contents Expert, and the speakers include Ivan Colecchia, General Manager of Kidz Global, Brenda Maffuchi, Head of Acquisitions&Property Development at De Agostini Editore S.p.A., Annita Romanelli, Head of Cartoon and Series Production at Rai Ragazzi, and Cristiana Buzzelli - SVP Co-productions and Acquisitions at Rainbow Srl.

Completing the line up will be the second edition of the “**Bologna Licensing Award**”, a prize awarded exclusively to the exhibitors at the event to acknowledge the best licensing or product development programme created in 2017.

BLTF 2018 underlines its credentials as the only fair event in Italy, and one of the leading events of its kind in Europe, in which the main licensors and licensing agencies showcase the latest developments in the licensing market, from entertainment to brands, fashion to sport, together with a substantial presence of companies dedicated to promotion and connected equally to the licensing market as to that of publishing.

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

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**#BLTF18**

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