



## BOLOGNA LICENSING TRADE FAIR/KIDS: THE 16TH EDITION



**Bologna  
Licensing  
Trade  
Fair**

Bologna Licensing Trade Fair/Kids, the only trade fair dedicated to children's and young adult brands, is ready for its 16th edition, in the heart of the Bologna Children's Book Fair, from 6 to 9 March 2023

The return of the International Kids Licensing Days and of the Bologna Licensing Award

The **Bologna Licensing Trade Fair/Kids (BLTF/Kids)**, the leading Italian and European licensing event dedicated to brands for children, teenagers and young adults, returns to BolognaFiere from **6 to 9 March**, for its **16th edition**.

The licensing business fair is an integral part of the prestigious **Bologna Children's Book Fair (BCBF)**, the world's leading trade fair for children's publishing, which was a huge success at its last edition in 2022 (1070 exhibitors from 90 countries, more than 21,000 trade visitors, with over 40% of operators coming from abroad) and celebrates its 60th edition this year.

The rich 2023 edition offers an exhibition area for all companies wishing to present their brands, products and services, consisting of stands, private rooms and a **business lounge**; an **Event Hall**, with all the audiovisual equipment needed to present the latest news and previews from exhibitors; services such as the **Global Rights Exchange**, a year-round digital platform that includes in-depth information on the brands present at the fair, and special initiatives with a **focus on Retail and Fashion**.

Among the expected **exhibitors** for the 2023 edition there are **Rights & Brands, The Pokémon Company International, Sanrio, Paramount, NBCUniversal, Mattel, Banijay Kids and Family, De Agostini, DeA Planeta Entertainment, WildBrain CPLG, Mondo TV, Rai Com, Maurizio Distefano Licensing, TF1 Licensing, Starbright, Cicaboom, Sbabam, Pea&Promoplast, Clavis Publishing, Mediatoon, Cool Things, Viacom, Ets Licensing, Ema srl, Turner, Grani & Partners, Showlab, Bonus Marketing, Dynit, IMG Italia, Mediaset, Leoni, Musgummi**, and many others.

After the great successes in 2021 and 2022, the **International Kids Licensing Days** return on **23 February** and from **6 to 8 March** for a very rich **3rd edition**. The B2B conferences in English will delve into the **latest trends in children's content, from licensing to publishing, from the digital evolution to Toy sector, to new retail approaches**. The numerous experts are professionals from **renowned global companies such as Mattel, Moomin, Moonbug, Zag, Gaumont**. The event,





organised by **Bologna Children's Book Fair** and **Bologna Licensing Trade Fair/Kids**, in collaboration with **Licensing Magazine**, will be held online and in person.

The first appointment is on **23 February from 3 to 6 p.m.** (EU Time Zone), with the **webinar *Toys, Publishing and Licensing. A necessary conversation.*** A 100% digital conference to explore the necessary and virtuous connection between publishing, toys and licensing, which is often the key behind highly successful brands. The speakers will be **Steve Reece** (Managing Director, Kids Brand Insight, UK), **Philippe Guinaudeau** (CEO, Brand Trends, France), **Susanna Iraci** (Toy Designer, Bicco, Italy), **Philip Giordano** (Illustrator, Italy), **Delphine Badreddine** (Founder and General Manager, POPPIK – Bayard Group, France), **Almudena Martinez Otero** (Head of Europe Toys Retail, The NPD Group, Spain), **Ian Schapman** (Board Member, The Mouse Mansion, The Netherlands), **Marina Tsevileva** (Chief Marketing Officer, Bimi Book Kids, U.S.A).

The in-person meetings will instead take place **from 6 to 8 March**, within the **Bologna Licensing Trade Fair/Kids**, at the **Licensing Conference Room, Hall 29 - Mall 2**.

On **6 March**, the focus will be on the **Metaverse and the evolution of digital content**, its use by children and teens, and how it is increasingly appealing in the licensing sphere and beyond. The speakers will be **David Kleeman** (Senior Vice President Global Trends, Dubit, USA), **Francesca Romana Gianesin** (Head of Europe, Middle East, Africa, Australia New Zealand and Asia Pacific, Moonbug Entertainment, UK), **Susie Jaramillo** (President & Chief Creative Officer, Encantos, USA), **Rachel Bardill** (Senior Vice President, The Insights Family, UK), **Paul Robinson** (President, Kartoon Channel Worldwide, UK), **Ben Roberts** (Content Director EMEA, License Global, UK).

On **7 March**, the **new frontiers of children's entertainment** will be analysed, further deepening the contents of the webinar of 23 February, with an interesting exploration of the connections between Toy, animation, publishing, omnichannel retail. The speakers will be **Ruth Henriquez** (Head of Consumer Products, Mattel EMEA, UK), **Jiella Esmat** (Chief Revenue Officer, Amuse Animation, UK), **Sara Visentin** (Head of Brand & Content Acquisition, FABA, Italy), **Helena Perheentupa** (SVP, ZagPlay, ZAG, Germany), **Maria Doolan** (SVP of TV Content, The World of Zag, Spain), **Helena Mansell-Stopher** (CEO, Products of Change, UK), **Jutta C. Breyer** (Managing Director, License Factory, Germany), **Jakob Max Hamann** (Product Sustainability Manager, LEGO Group, Denmark), **Tetiana Ruban** (CEO, The Nerd Agency, Ukraine), **Roleff Kråkström** (Managing Director, Moomin Characters Ltd, Finland), **Ivan Colecchia** (SVP International Development, The Insights Family, Italy), **Ben Roberts** (Content Director EMEA, License Global, UK).

The morning of **8 March** will be dedicated to exploring how **illustration can live outside children's publishing, but "at the service" of quality products** (toys, apparel...) and aimed at the same target audience. At the end of the morning, experts from the world of animation, apparel and toys will guide a **one-hour portfolio review with young illustration talents**, to direct them towards the many professional opportunities that this art can offer. The speakers will be **Julie Fox** (Head of Development France & Europe, Gaumont Animation, France), **Susanna Iraci** (Toy Designer, Bicco, Italy), **Nicoletta Costa** (Illustrator and Author, Italy), **Cinzia Grassi** (Founder, Illustrabimbi, Italy), **Barbara Vagnozzi** (Illustrator and Agent Italy, Advocate Art, Italy).



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All sessions of the International Kids Licensing Days will be moderated by **Cristina Angelucci, Editor-in-Chief of Licensing Magazine**. Both the webinar on **23 February** and the days in presence will later be available as **on-demand content**.

The winners of the 6th edition of the **Bologna Licensing Award**, which rewards licensors/agencies, licensees and retailers at an international level, are also announced during the event. The award ceremony will be held in the **Licensing Conference Room** on **6 March** at **4pm**. A new category has been created for 2023, **Best Licensed Toy of the Year**, the best toy launched in the previous year, inspired by a brand for children and teenagers.

The renowned jurors **David Kleeman, Ivan Colecchia, Helena Mansell - Stopher, Susanna Iraci, Jutta C. Breyer** defined the **finalists' shortlist (see Appendix)**, evaluating more than **160** applications from all over the world, and in particular from the European market. The products of all the finalists will be exhibited throughout the fair at the **BLTF/Kids Awards showcases** located in the BLTF/Kids space at the Bologna Children's Book Fair - Hall 29 Mall 2.

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## BOLOGNA LICENSING AWARDS 2023: shortlist of finalists

### BEST PRE-SCHOOL LICENSING PROJECT

The three finalists in the best pre-school project category (3-5 years) are:

- Lerner Publishing Group, in partnership with Sesame Workshop, with their **SEL Publishing Program** project with Sesame Street;
- Maurizio Distefano Licensing with Toys Center and Giochi Preziosi for the **Bing Toy Retail Campaign**;
- Pon Pon Edizioni in partnership with Maurizio Distefano Licensing and Acamar Film for the book **Bing, A che ora giochiamo? (Bing, what time do we play?)**

### BEST KIDS LICENSING PROJECT

Here are the finalists for the best kids (6-10 years) licensing projects:

- Creata with **McDonald's Happy Meal & The Smurfs** project in collaboration with Schleich;
- Sanrio with **Colors Festival x Mr. Men, Little Miss**, in partnership with Colors Festival;
- Sanrio for the **Hello Kitty Little Bags** project in partnership with Sbabam

### BEST TEEN LICENSING PROJECT

In the category dedicated to the best Teen target group (11-16 years) licensing project we have:

- The Pokémon Company International with the retail project **Pokémon x La Rinascente** in synergy with La Rinascente retail group;
- Rights & Brands with **The world's of Tove Jansson** by Arket;
- WildBrain CPLG for the **Benetton Undercolors x Peanuts** project in partnership with Benetton

### BEST RETAIL PROJECT

For the Best Retail Project the finalists are:

- The Pokémon Company International with the retail project **Pokémon x La Rinascente** in synergy with La Rinascente retail group;
- Sanrio for the **Aggretsuko Hellefest** project together with Hellefest;
- TF1 Licensing with the **BarbaLouvre** project in collaboration with the Louvre Museum





## BEST FASHION PROJECT

The world of fashion has never been so rich in Bologna. Here are the finalists for this category of the BLTF/Kids Awards:

- Paramount together with GCDS for the **Limited Edition Fashion Collection** with Spongebob The Squareants;
- Sanrio with **Adidas for Hello Kitt**, in collaboration with Adidas;
- Wildbrain and the Peanuts for the **Iceberg Kids x Peanuts** project, in collaboration with Iceberg

## BEST LICENSED PUBLISHING PROJECT

Here are the finalists for the category of best licensed publishing project, targeting children and teen:

- The **Ludattica x Eric Carle** project by WildBrain CPLG, for the brand The World of Eric Carle;
- Sanrio and Discover You with **Mr Men, Little Miss Discover You**;
- Lerner Publishing Group with Sesame Workshop for the **SEL Publishing Program** project with Sesame Street

## BEST LICENSED TOY PROJECT

A new category for the 2023 edition. The finalists are:

- **Topo Gigio** with the toy line inspired by Topo Gigio and developed by Giochi Preziosi;
- Rights & Brands with **Moomin House by Martinex** in partnership with Martinex;
- Faba with **Le più belle storie della Nuvola Olga** written by the author and illustrator Nicoletta Costa

## BEST PROMOTION/LOYALTY CAMPAIGN

An important piece of the licensing programme is the loyalty and promotion campaigns. Here are the finalists for this category in Bologna:

- Sanrio with Mr Men, Little Miss for the **Monsieur Madame Burger King Promotion** project in collaboration with Burger King
- Sanrio with **Ecover X Mr Men, Little Miss**, in collaboration with Ecover;
- Jakala with the project **Minions Market Mania! Sound Collection** together with NBCUniversal

## BEST LICENSED KIOSK PRODUCT

The nominations in this category are:

- WildBrain CPLG **Hachette Bundles for Peanuts** in cooperation with Hachette;
- Rainbow for **Pinocchio and Friends** products produced by Tridimensional;
- Sanrio with **Hello Kitty, Little Bags**, in partnership with Sbamam





## BEST PROPERTY OF THE YEAR

The finalists of the for the Property of the Year 2022 are:

- BBC's *Bluey*, represented in Italy by Maurizio Distefano Licensing;
- The Pokémon Company International with *Pokémon*;
- Paramount with *Paw Patrol*

The products of all the finalists projects will be on display throughout the fair at the **BLTF/Kids Awards showcases** located in the BLTF/Kids zone at the Bologna Children's Book Fair, **Hall 29 - Mall 2**

The winners will be announced at the **BLTF/Kids Awards Ceremony** to be held in the **Licensing Conference Room** on **6 March at 4pm**.

**The event is open to all industry professionals.**

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