



UBM

# JAPAN LICENSING EXPO 2017

APRIL 26-28

## Post Show Report

### Event Outline

#### Event Name

Licensing Expo Japan 2017

#### Dates

26-28 April, 2017 10:00-18:00 (27 April 10:00-17:00)

#### Venue

Tokyo Big Sight, West Hall 4

#### Organisers

UBM Japan Co Ltd



#### Sponsored by

LIMA (International Licensing Industry Merchandisers' Association)



#### Co-located Event

IFF MAGIC Japan 2017 Spring

(Organiser: UBM Japan Co Ltd / Senken Shimbun)



#### Parallel Events

Licensing Business Forum (Organised by LIMA)

Licensing Business Seminar (Organised by LIMA)

Opening Networking Party

Costumed Character Greeting & Parade

#### Official Publication

License Global



Number of Properties Exhibited: 355

Number of Exhibiting Companies: 57

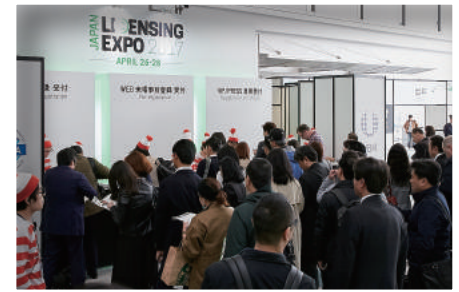
## Number of Visitors

Total: **13,772**

**26 April: 4,925**

**27 April: 4,626**

**28 April: 4,221**



\*The number of visitor were counted precisely by scanning bar-code at the entrance of Licensing Expo Japan and the gate between Licensing Expo Japan and the co-located show IFF MAGIC Japan 2017.

\*All the figures above are unique numbers. A visitor is counted as one even if he or she visited the show more than one day.

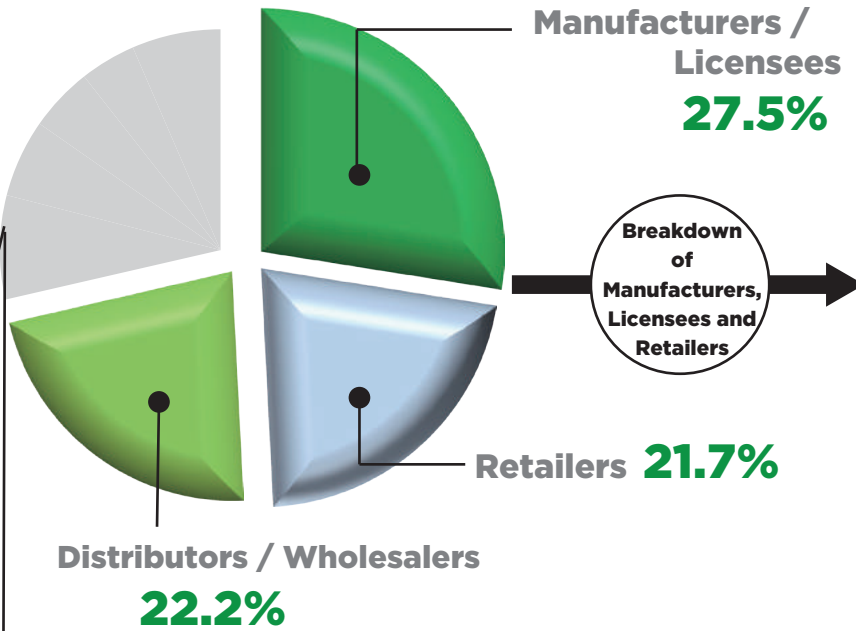
\*The figures include the visitors and the exhibitors of IFF MAGIC who visited Licensing Expo Japan.

\*The figures above do not include exhibitors of Licensing Expo Japan.

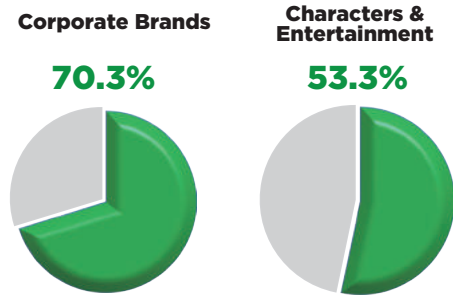
# Facts & Figures

## Visitors by Business Category

Majority of visitors were in the key target segments of **Manufacturers, Licensees and Retailers**



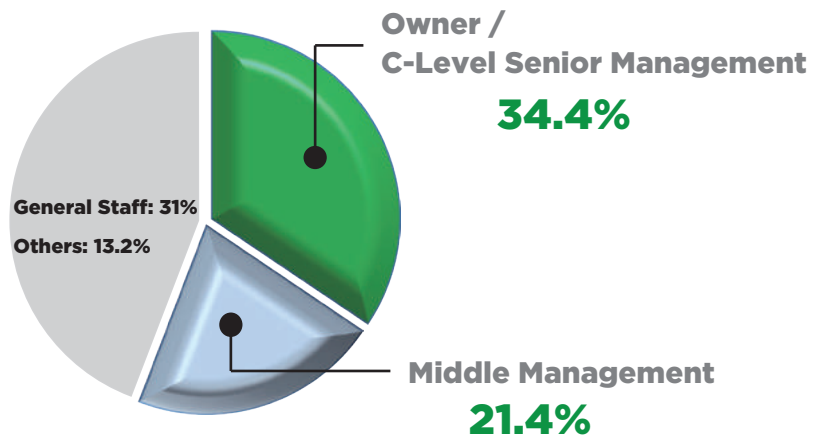
Visitors from these categories were interested in:  
**Corporate Brands**  
**Characters & Entertainment**



- Government / Association / Non-Profit 7.6%
- Publishing / Advertising / Media / Press 5.7%
- Licensing Agent / Consultants / Professional Service 4.7%
- Licensors 4.1%
- Others 6.5%

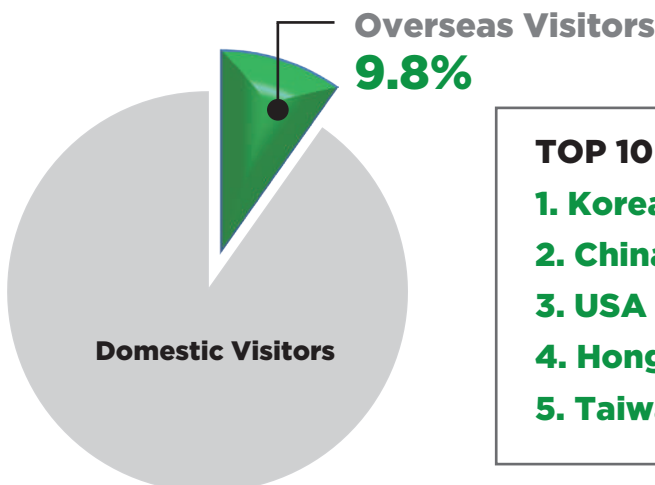
## Visitors by Job Function

More than half of visitors have **decision making authority**



## International Visitors

Strong attendance of visitors from outside Japan



### TOP 10 Visitor Countries:

- |                     |                      |
|---------------------|----------------------|
| <b>1. Korea</b>     | <b>6. UK</b>         |
| <b>2. China</b>     | <b>7. India</b>      |
| <b>3. USA</b>       | <b>8. Singapore</b>  |
| <b>4. Hong Kong</b> | <b>9. Philippine</b> |
| <b>5. Taiwan</b>    | <b>10. Thailand</b>  |



**Inquiry**