

Fact Sheet

Date	:	27-29 July 2022 (Wednesday - Friday)
Format	:	Online
Organiser	:	Hong Kong Trade Development Council
Sponsor	:	Licensing International

The Asian Licensing Conference (ALC) is a leading international licensing event which focuses on the promising Asian market. Conference participants could identify business opportunities in Mainland China and Asia, exchange market insights, expand business contacts and explore cross-sector collaboration.

2022 Conference at a Glance

- Topical Issues – Brands cross-over, Metaverse & NFT <NEW>, opportunities from 14th five-year plan <NEW>
- Arts & Culture – Art licensing, art tech <NEW>, museum licensing
- Entertainment – Digital entertainment, e-sports & gaming
- Sustainability <NEW> – ESG in licensing
- Licensing Academy
- Entrepreneur Dialogue
- Direct-to-retail (DTR)
- Brand Forums <NEW>

2021 Highlights

- **23,000+ viewers** from **25 countries and regions** which includes licensors, licensing agents, licensees, manufacturers, traders and retailers
- **40** experts representing top global brands

2021 Star Speakers



2021 Conference Topics

- Licensing Market Outlook
- Cultural Heritage of Museum Becomes Lifestyle
- E-sports & Video Game Licensing
- The Ascension of a Digitally Native Brand to Licensing Leader
- Global Pandemic Boosts Content Viewing to Record Levels
- Gamifying Experience Re-models Retail Game Plan

For more information, please visit the conference website:

<http://alc.hktdc.com>

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