

“Trends with IP, Retail with Licensing” —Licensing Seminar at Intertextile 2019

“IP引领时尚，授权助力零售” —Intertextile专场IP授权研讨会

Venue: Seminar Area – Hall 8.1 Booth C51
地点: 论坛区 — 8.1展馆 C51展位

近年来，IP 授权商业模式在我国发展得非常迅速，包括卡通、艺术、体育、汽车及公司品牌等各种类型的品牌纷纷与各行业进行跨界合作，并在家居家纺行业产生了很多成功案例，诸位嘉宾将在此次探讨会上分享 IP 授权行业发展趋势及如何选择合适的 IP 助力企业的销售增长。

In recent years IP licensing got a quick increase in Mainland China as a new business model. Different types of brands including cartoon characters, arts, sports, automobile and corporate brands are seeking for crossover with the brands in different industries. Many successful licensing cases have been created in the home textile and interior lifestyle industries. Speakers will share the trends of licensing and how a company could benefit on the sales increase from taking a license properly.

时间 Time	主题 Topic	讲者 Speaker	语言 Language
29.8 星期四 Thursday (开展第二天 Day2)			
13:30-14:00	全球授权行业概述 Global Licensing Industry Overview	黄玉芬女士，国际授权业协会大中华及东南亚区董事总经理 Ms. Tani Wong, Managing Director, Greater China and Southeast Asia, Licensing International	中文 Chinese
14:00-14:20	IP授权新玩法——Bduck授权成功案例分享 New Way on Licensing, Bduck Licensing Case Study	陈华品先生，盈思市场拓展有限公司副总经理 Mr. Brian Chan, Deputy General Manager, ens Global Marketing Limited	中文 Chinese
14:20-14:40	IP授权助力家纺企业差异化竞争 Licensing Enables Home Textiles to Win Competition with Differentiation	万维先生，罗莱生活科技股份有限公司 LOVO家纺市场营销主管 Mr. Wesley Wan, LOVO Marketing Head, LOVO Department, Luolai Lifestyle Technology Co., Ltd	中文 Chinese
14:40-15:00	艺术悦生活——博物馆 x 家居生活新方式 Arts Makes Delicate Lifestyle, Museums with Home Décor for Synergy	韩静女士，上海品源文华市场营销策划有限公司资深合伙人 Ms. Han Jing, Senior Partner, Alfilo Brands	中文 Chinese
15:00-15:20	以萌芽熊为例——IP如何撬动消费市场 IP Benefits Consuming Market, Doorobear Licensing Case Study	黄洁立女士，上海智间网络科技有限公司合伙人 Ms. Lili Huang, Partner, Shanghai Witzone Technology Co., Ltd.	中文 Chinese

时间 Time	主题 Topic	讲者 Speaker	语言 Language
专题讨论会 Panel Discussion			
15:20-16:00	主题1: IP授权如何赋能家纺企业? 主题2: 家纺企业如何选择适合自己的IP? Topic1: How licensing could benefit home textile companies? Topic2: How to choose an IP properly for a home textile company?	黄玉芬女士，国际授权业协会大中华及东南亚区董事总经理 Ms. Tani Wong, Managing Director, Greater China and Southeast Asia, Licensing International 万维先生，罗莱生活科技股份有限公司 LOVO 家纺市场营销主管 Mr. Wesley Wan, LOVO Marketing Head, LOVO Department, Luolai Lifestyle Technology Co., Ltd 张尚智先生，联泰贸易有限公司总经理 Mr. Robert Cheung, General Manager of Global Fortune 岑亦莊女士，朗智（品牌）有限公司董事 Ms. Edith Y.C. Sum, Director, Long Wise Inc.Ltd.	中文 Chinese
16:00-17:00	IP品牌授权对接交流会 Licensing Business Matching Event	参与者: IP版权方、版权代理公司、被授权商 Participants: Licensors, Licensing agents, Licensees	中文 Chinese

Licensing x Home Living IP授权 x 家居生活方式 展示区

Venue: “Licensing x Home Living” Zone – Hall 8.1 Booth H53
地点: “IP 授权 x 家居生活方式展示区” — 8.1展馆 H53展位

“IP 授权 x 家居生活方式展示区”将集中展示各种家纺类授权产品及不同类型授权 IP 内容，帮助家纺企业探索 IP 授权新商机。

“Licensing x Home Living” zone will showcase different types of licensed home textile products and licensing content to assist home textile companies to find new business opportunities through licensing.

