

Press Release

## **LICENSING: THE VERY LATEST IN THE SECTOR OF LICENSED PRODUCTS THE BOLOGNA LICENSING TRADE FAIR 2017 IS SET TO OPEN ON 3 APRIL AT BOLOGNAFIERE**

The Bologna Licensing Trade Fair (BLTF) is set to include the presentation of the very latest innovations and developments in the field of licensed products from around the world. Pokemon, Doraemon, Dragon Ball Super and a host of other successful intellectual property will take centre stage at Italy's only fair event for the sector of licensing and the development of products based on established brands and intellectual property. Numerous licensees, licensors, licensing agencies, TV production companies, broadcasters, distributors and buyers are due to arrive in Bologna to discuss the development of this market and launch new business ideas and commercial projects. BLTF, organized by BolognaFiere and in its tenth edition, will take place from the 3<sup>rd</sup> to the 5<sup>th</sup> April at the Bologna Exhibition Centre at the same time as the acclaimed Children's Book Fair. This year's event will include 46 exhibitors, representing around 800 brands, in an even larger exhibition space than the 2016 edition.

Among the companies attending BLTF 2017 will be leading international brands including Mattel, Warner Bros, Turner, Viacom and Sanrio. There will also be some new arrivals this year such as Hasbro and De Agostini Publishing. The event programme will open on Monday 3<sup>rd</sup> April with the conference on the subject "How the trend for digitalization in the toy industry affects licensing," with the participation of international experts from ToyTrends, Kidz Global Europe, Spin Master Italy and Total Licensing. Over the three days of the event there will be dozens of conferences and events dedicated in particular to the production in Italy of: premium products (organized by Leoni SpA); Doraemon (CPLG Italy) and Dragon Ball Super (Starbright Licensing); licensing activities for illustrators and public resources for animation (both organized by BLTF and Studio Legale Pellegrino) plus presentations about the latest in intellectual property rights by some exhibitors (Planeta Junior, Maurizio Distefano Advisory e Hasbro).

In addition to these events, the programme for BLTF 2017 includes "Licensing Retail Day" in its fifth edition and organized in collaboration with Largo Consumo, an event that will include the participation of important European and international distribution networks. Among the new developments this year is the "Bologna Licensing Award", a prize open only to exhibitors at the event; the prize will be awarded to the best programme for licensing and product development introduced in the two-year period between 2015-2016. Further information is available on the website [www.bolognalicensing.com](http://www.bolognalicensing.com).

Bologna, 3<sup>rd</sup> April 2017

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