

THE LICENSING FAIR “BLTF 2016” IS SOLD OUT A FOCUS ON LICENSED PRODUCTS FROM 4TH - 6TH APRIL AT BOLOGNAFIERE

A larger exhibition area and a higher number of foreign exhibitors, including some key players such as Disney, Warner, Viacom and Sanrio

The Bologna Licensing Fair (BLTF), the only Italian fair event dedicated to branded products, is growing. Three weeks from the opening of the event tickets have already sold out. Furthermore, this year's event is also set to enjoy an increased international presence: there will be a total of 55 exhibitors, of whom 22 are from outside Italy, from 14 different countries and representing approximately 800 brands. There will also be a significant increase in the exhibition area, which this year will reach a total of 1,300 square metres (+25% compared with the 2015 edition). Organised by BolognaFiere, the event will take place from the 4th to the 6th April at BolognaFiere (Pavilion 31) at the same time as the great event, the Bologna Children's Book Fair and the new event, Bologna Digital Media that will showcase the latest developments in digital publishing. Some major players from the licensing sector, Disney, Warner Bros, Viacom and Sanrio, have confirmed their attendance for the first time at BLTF 2016.

The complete list of exhibitors at BLTF 2016 includes: Atlantyca, Bavaria Sonor Licensing, Coolthings/International Games Trade, Copyright Promotions Licensing Group (CPLG), Cristel van Zunderd, Dic 2, Discovery Italia, Dracco Netherlands, Dream Big, Dynit, ETS Studios, Euro Lizenzen, Fran Bravo, Funwood Media Italia, Geobooks, Grani & Partners, Graphilm, Kiddinx Media, Kintana, Kiyoshi Mahito, Klaus-Peter Frank, Leoni, Maikii, Maurizio Distefano/The Evolution of Licensing, Media4commerce (Gruppo Mediaset), Mondo Tv – Divisione Consumer Products, ParisCheri, Planeta Junior (Central Europe, France, Hellas, Italia, Spain, Turkey), Premium, Rai Com, Rainbow, Sanrio, Starbright Licensing, Studio Bozzetto, Studio Campedelli, Sun City, Surtex, Team Entertainment, Tema Promotional Gifts, The Licensing Company, The Smiley Comany/Smileworld, The Walt Disney Company Italia, The Zolan Company, Turner Broadcasting System Italia, Tyanachu, Viacom International Media Networks Italia, Victoria Licensing & Marketing, Warner Bros. Entertainment Italia, Wonderbomb/Dissoid. From outside Italy the countries represented are: France, Germany, Japan, Great Britain, Greece, Mexico, Holland, the Czech Republic, the Republic of San Marino, Spain, Sweden, Switzerland, Turkey and the USA.

The programme for the fair, in its eighth edition, is very articulated and also includes some new initiatives. First of all, the BLTF Licensing Masterclass, a cycle of training meetings for companies and professionals new to, or interested in entering, the licensing market. For the second year running 'Licensing Prospect Day' will also be taking place in collaboration with the magazine *Largo Consumo*, with the aim of involving new players from the manufacturing sector in the world of licensed products. Also on the schedule is 'Licensing Retail Day', in its fourth edition, important new names from the retail sector will be among the companies participating. There will be two new exhibition spaces. 'Illustrart & Licensing' with ten talented international illustrators, and the 'Licensees Lounge' with the exhibition of products of a selected group of licensees. The fair will be further reinforced by the events at the neighbouring Bologna Children's Book Fair and the new pavilion *Bologna Digital Media*. The synergy between these contemporary events are set to make Bologna a world hub for children's content and the only large international platform dedicated to the whole production chain for children and teenagers, on the printed page and the web, from audio video to apps, and the key role of licensing.

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