

FESTIVAL OF LICENSING

6-29 OCTOBER 2020



LIVE STAGE SPONSOR

Agenda – Week 2: Asia

LIVE KEYNOTES (*Broadcast at the times listed*)

Wednesday, 14 October, 2pm China Standard Time - How Alibaba, China's eCommerce Giant, Embraces Licensing

Alex Tsai, Head of Partnerships and Licensing, Americas and Europe, Alibaba/Alifish

Thursday, 15 October, 2pm China Standard Time - Small Gift, Big Smile: Evolving a Global Heritage Brand While Maintaining Core Values

Linh Forse, Senior Director, Sales and Business Development, Sanrio Inc

ON-DEMAND SESSIONS (*Available from Wednesday 14 October, 2pm China Standard Time*)

Understanding China's eCommerce Ecosystem for Licensing

Speakers include:

- Tanya Van Gastel, China Marketing And Technology Specialist & CCI Columnist
- Angell Xi, Partner, Jingtian & Gongcheng
- Moderator: Sky Canaves, Editor, Content Commerce Insider

Anime the inescapable hit of licensing - Powered by Crunchyroll

Speakers include:

- Joellen Ferrer, VP of Global Communications and Corporate Marketing Crunchyroll US
- Terry Li, Head of 360 and General Manager of Games, Crunchyroll US
- John Leonhardt, Head of Consumer Products, Crunchyroll US
- John Easum, Head of Crunchyroll EMEA
- Wael Oueslati, Director of Acquisitions and Licensing, Crunchyroll EMEA

Nurturing a legend: 40 years of PAC-MAN

Yasuo Miyakawa - chief PAC-MAN officer and CEO of Bandai Namco Entertainment

Why Sanrio Partnered with Brainbase to Streamline their Global Licensing Business

Speakers include:

- Greg Holtzman, Marketing Director, Brainbase
- Hussein Khalid, Director Information Technology Department, Sanrio

Global Trademark Licensing New Business Opportunities

Speakers TBC, Global Trademark Licensing

WEEKS 1-3 - LICENSING INTERNATIONAL ON-DEMAND SESSIONS

(On-demand from 7am BST, 6th October - ALL REGIONS)

A series of sessions curated by industry trade association Licensing International will also be available to view on demand during all three regional weeks.

WHAT YOU NEED TO KNOW TO DO BUSINESS IN... (SERIES)

15- to 20-minute on-demand sessions covering information on market size, local licensing and retail trends, business practices and much more.

What You Need to Know to Do Business in China

Speaker TBC

What You Need to Know to Do Business in Japan

Speaker TBC

What You Need to Know to Do Business in India

Jiggy George, Founder, Dream Theatre & Head, Licensing International India

BASICS OF LICENSING (SERIES)

Licensing 101 on-demand sessions available to view in local languages.

授权基础 (Basics of Licensing Series - in language - Chinese)

Aimo Gao, Licensing Director, Tencent Video Commercialization Center

ライセンスの基礎 (Basics of Licensing Series - in language - Japanese)

Speaker TBC

Основы лицензионного бизнеса (Basics of Licensing Series - in language - Russian)

Marina Semenikhina, Managing Director, LIRA LLC & Representative, Licensing International Russia

Los Basicos del Licensing (Basics of Licensing Series - in language - Spanish)

Maca Rotter, President & CEO, La Panadería Licensing & Marketing

Basics of Licensing (Basics of Licensing Series - in language - English)

Martin Brochstein, SVP, Industry Relations, Licensing International; Gisela Abrams, SVP, Global Partnerships, Licensing International