

FESTIVAL OF LICENSING

6-29 OCTOBER 2020



crunchyroll

LIVE STAGE SPONSOR

AGENDA – WEEK 2: ASIA

LIVE KEYNOTES (Available daily from 2pm CST)

Wednesday 14th October – How Alibaba, China's Ecommerce Giant, Embraces Licensing

Alex Tsai, *Head Of Partnerships And Licensing, Americas And Europe, Alibaba/Alifish*

ON-DEMAND SESSIONS (Available from 2pm CST, 14th October)

Understanding China's Ecommerce Ecosystem For Licensing

Sky Canaves, *Editor, Content Commerce Insider. Panellists To Be Announced*

This webinar will introduce the key platforms for e-commerce in China and outline the latest trends in the booming market, with an emphasis on best practices for global brands involved with IP licensing partnerships.

LICENSING INTERNATIONAL ON-DEMAND SESSIONS

(Available from 9am BST, 6th October)

What You Need To Know To Do Business In... (Series)

This series will include 15-20 minute on-demand sessions covering information on market size, local licensing and retail trends, business practices and much more, for the following regions:

- Europe: France, Russia and Germany
- Asia: Japan, China, India
- Americas: Brazil, Mexico

Basics Of Licensing (Series)

Licensing 101 on-demand sessions will be available to view in local languages, including English, French, German, Russian, Japanese, Chinese and Spanish.

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