

HKTDC International Sourcing Show | ONLINE

Plenary 3: Utilising Licensing to Expand Your Business

Date: 19 March 2021 (Fri)

Time: 10:00am – 11:15am

Venue: HKTDC Webinar Studio, HKCEC

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Licensing can not only be a great way to grow your business whether you're a licensor or a licensee. It can also be smart marketing. Join the webinar to hear what our experts display you all the keys of licensing to further develop your business opportunity.

Programme:

<p>10:00am- 10:40am</p>	<p>Presentation: Ms Marilu Corpus, Managing Director for Asia, MDR Brand Management <i>With 32 years of experience in international licensing and marketing, Marilu's expertise consists of strategic planning, retail development and management of brands that range from lifestyle, sports, entertainment to educational. Marilu will share her experience in licensing ecosystem and how businesses should harness the licensing business model to expand their business.</i></p>
	<p>Presentation: Mr Ryan Lee, Co-founder & EVP, SmartStudy <i>Ryan is the co-founder and Executive Vice President of SmartStudy, the global entertainment company behind the beloved children's brand, Pinkfong. Through Pinkfong, the company has produced more than 5,000 songs and stories such as Baby Shark, which created a viral phenomenon around the world. Ryan will share his extensive knowledge and experience in the digital content industry, developing business models, monetisation strategies, and business relations.</i></p>
	<p>Presentation: Mr Tony Zhu, Managing Director, Vipo Global Limited <i>Tony is the founder of Vipo Global Limited and became the think-tank lecturer of China Licensing Academy in 2018 and a judge of the 2019 Global Licensing Award. His expertise on the design, manufacture and marketing of genuine branded products and licensed brands, such as Disney, Peppa Pig, Moomin, and My Little Pony, etc. Tony will share his experience in dealing with international brands and licensing business potentials in Mainland China.</i></p>

	<p>Presentation: Mr Ray Leung, Director, Matrix Promotion Limited</p> <p><i>Ray has been participated in the communication between different cartoon character companies and brand owners, and successfully obtained authorisation to promote cooperation projects with example of Hello Kitty, Barbie, Gundum, etc. In this session, Ray will share his experience in partnering international brands, in particular Japanese brands, through licensing and how licensing helps its gifts design and business.</i></p>
<p>10:40am- 11:15am</p>	<p>Panel Discussion: Moderated by Ms Tani Wong, Managing Director, Asia, Licensing International</p> <ul style="list-style-type: none"> - Ms Marilu Corpus, Managing Director for Asia, MDR Brand Management - Mr Ryan Lee, Co-founder & EVP, SmartStudy - Mr Tony Zhu, Managing Director, Vipo Global Limited - Mr Ray Leung Man On, Director, Matrix Promotion Limited