

Agenda

Time	Topic	Guest	
9:00-9:15	Welcome Speech		LEC + Licensing International
9:15-9:45	Opening Speech: Trends of global licensing industry	Speaker	Ms. Maura Regan, President, Licensing International
9:45-10:15	Keynote Speech: The branding operation and sustainable development of IP licensing	Speaker	Mr. John Louie, Senior Vice President, International, Warner Bros. Consumer Products
10:20-11:40	Keynote Panel: E-sport: will it be the new licensing spotlight in Chinese market?	Moderator	Ms. Maura Regan, President, Licensing International
		Speaker	Mr. Daniel Siegel, Head of Esports Licensing, Blizzard Entertainment
11:45-12:15	IP Building and Value Mining of Car Racing	Speaker	Mr. Paul B. Sparrow, Managing Director, Licensing and Consumer Products, National Association for Stock Car Auto Racing (NASCAR)
13:15-13:45	Explore the possibilities of IP licensing	Speaker	Ms. Athena Gong, Managing Director, Informa Markets in China
13:50-15:20	Panel : How IP licensing energizes a new immersive space experience	Moderator	Ms. Tani Wong, Managing Director, Greater China and Southeast Asia, Licensing International
		Speaker	Mr. Oliver Cully, Founder and CEO, Scallywag Entertainments
			Mr. Hui Ha Lam, Managing Director &CEO, Smek Product Limited
15:40-16:40	Panel: Licensing and the marketing strategy of pan-entertainment platforms	Moderator	Mr. Leon Wu, Dean, Shanghai Times Cartoon Institute
		Speaker	Mr. San Yu, Deputy General Manager, aliyu
			Mr. Wei Han, Senior Director, Ocean Engine Shanghai Office
16:50-17:50	Dialogue: work together, walk further	Moderator	PC Xu
		Speaker	Ms. Jenny Zhang, VP, WandaKids Group
			Mr. Richard Luo, Assistant President, Alpha Group Co., Ltd
			Ms. Claire Gilchrist, Vice President, Hasbro Consumer Products, Hasbro Asia Pacific Mktg
Mr. JianChun Cai, Chairman, JINTIAN Limited			