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## 5<sup>th</sup> Dubai International Character & Licensing Fair

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مؤسسة دبي للفعاليات والترويج التجاري  
DUBAI EVENTS & PROMOTIONS



27<sup>th</sup> - 28<sup>th</sup> November, 2012

Dubai International Convention & Exhibition Center

Dubai, United Arab Emirates

**5<sup>th</sup> Dubai International Character & Licensing Fair** is the world's brand and property marketplace in the MENA region. It brings you the region's top retailers, licensees, distributors, and manufactures to build the connections for extending your brands and properties. It is the ultimate meeting platform to build partnerships and make the deals on the show floor.



## Your Gateway into Leading Licensing Market

**EXHIBITING** allows you to gain unparalleled exposure giving you the opportunity to meet with over 3000 regional trade visitors that include:

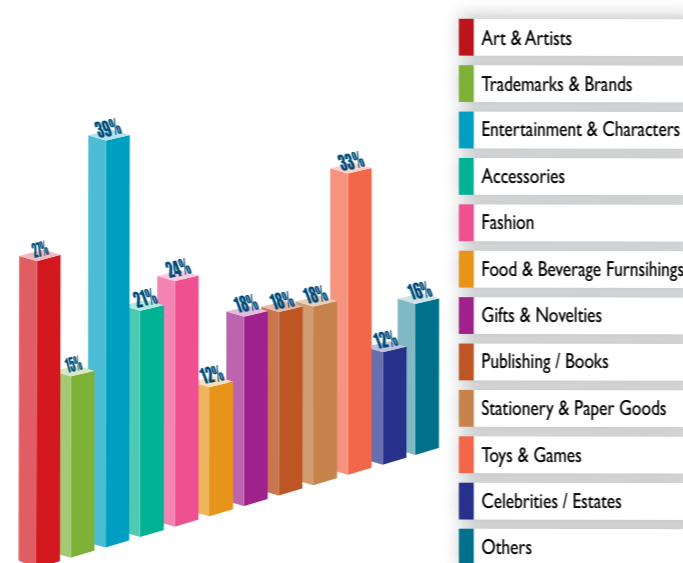
- ▲ Retailers
- ▲ Wholesalers
- ▲ Distributors
- ▲ Licensee
- ▲ Consumer Goods Manufacturers
- ▲ Licensors
- ▲ Brand & Properties Owners
- ▲ Licensing agents
- ▲ Sales Promotion Agents
- ▲ Advertisers / Marketers

It provides an avenue to showcase new products, brands, services and technologies. The B2B meetings programme will assist you to negotiate and sign deals with new or existing clients and network with key buyers in a very captive environment.

**VISITING** provides you an opportunity to meet with licensors, brand owners, manufactures, and licensing agents representing brands or properties in:

- ▲ Character & Animation
- ▲ Entertainment
- ▲ Brands
- ▲ Films
- ▲ TV shows
- ▲ Art
- ▲ Fashion & Apparel
- ▲ Toy
- ▲ Art & Design
- ▲ Heritage
- ▲ Sports & Lifestyle
- ▲ Image Libraries
- ▲ Publishing (Comics, Magazine & Books)

## Visitors Business Categories



### Past Participants Include:

Cartoon Network Arabic, Rubicon Group, Emari Toons, Rainbow Max, Warner Brothers Consumer Products, Aurora World Corp, East West Licensing, Fanar Production, Fulanitos, Mondo TV, JumJum World, BBC World, Omnix Toon Boom, Modhesh, SBA Seoul Animation Center, Tarek Rashed Studio, Sketch in Motion, Toonzip, Pageflip Publishing, ATA Media Art Production & Distribution, Tulus Fikir sdn bhd

## Young Generation and strong retail market

The attraction of the Middle East's emerging markets, such as the UAE, Saudi Arabia, and Kuwait can be attributed to an appetite for international brands, increasing consumer affluence and the availability of suitable retail space.

For character brands, another added attraction is the fact that the population of the region is young. Demographic trends show that a large percentage of the population in nearly all of the countries in the region, including the UAE, is less than 14 years of age. Based on the fact that the majority of licensing in the region is geared towards children, this is an important factor.

Middle East markets are also attracting an increasing number of international retailers and are competing with established global retail centres, with Dubai climbing CBRE's rankings to share the top position with London as the most targeted retail destination.

Kuwait City and Riyadh also maintained key positions in the top 20 ahead of many established destinations.

The United Arab Emirates (UAE) placed second to the United Kingdom (UK) as the most highly penetrated global market, attracting 54% of all international retail brands surveyed.

Other Middle East countries fairing well in the study were Saudi Arabia (11th), Kuwait (14th), Bahrain (29th), and Qatar (=30th).

Attracting more than half (56%) of all international retail brands surveyed, Dubai now equals London as the most popular retail city in the world.



## B2B Meetings Program

### Prominent Platform for Ample Business Opportunities

Efficient face-to-face meeting opportunities and the quality of contacts are key for success at exhibition. The show will provide exhibitors a great opportunity to initiate qualified contacts to potential business partners from the MENA region in a very efficient and time-saving way. It enables all exhibitors to arrange meetings with managers and executives prior to the show by our B2B matchmaking program.

Build relationships and make deals with key decision makers from all over the MENA region!

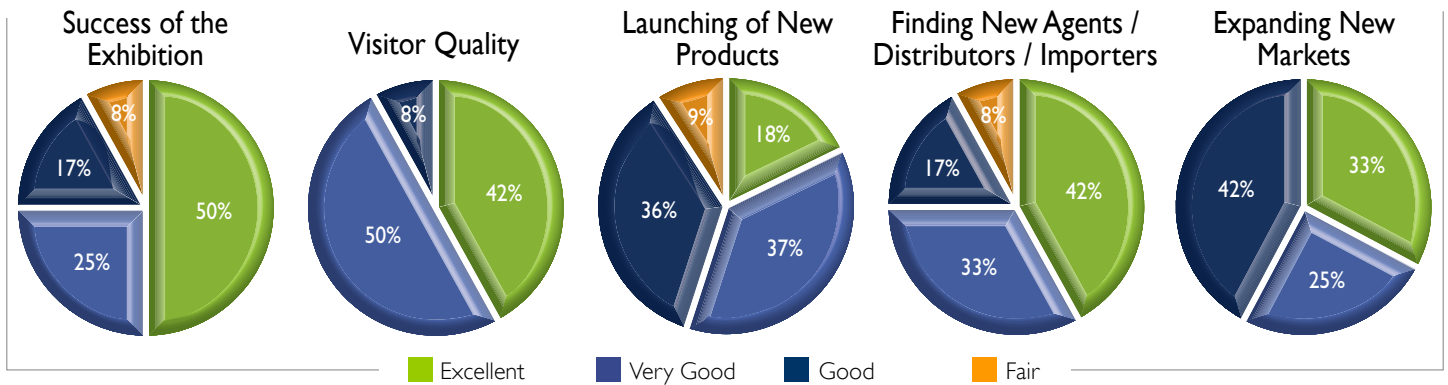


Visitors  
3,534

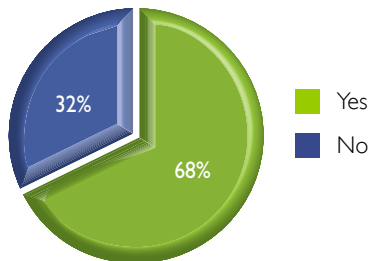
Exhibitors  
200

Countries  
50

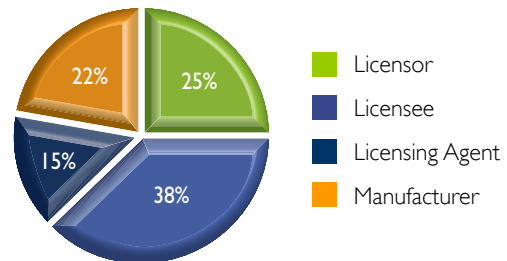
## Exhibitor Feedback



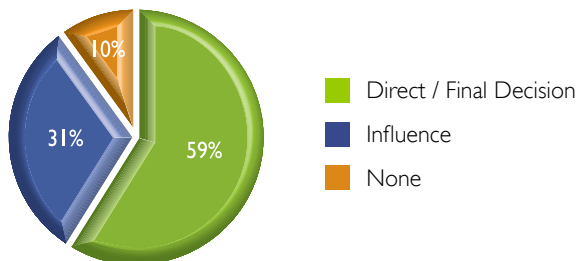
## Have you done licensing business before?



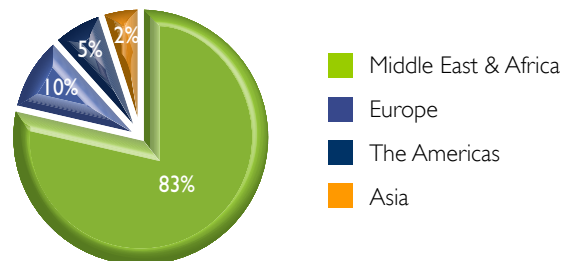
## Business Category



## Which of the following best describes your decision making authority?



## Visitors Geographical Breakdown



For information and sales enquiries, please contact: