

SPECIAL REPORT



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IN DEPTH: BRAND LICENSING EUROPE CELEBRATING 20 YEARS

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CELEBRATING 20 YEARS

This year, the licensing industry will gather at London's Olympia, Oct. 9-11, for Brand Licensing Europe, now celebrating its 20th year. With an engaging theme, live demonstrations and a slew of new companies at the exhibition, BLE promises an exciting time for all.

Food and Beverage is on the Menu

This year's theme—food and beverage—was selected due to its rapid growth and constant reinvention within licensing.

BLE will feature a range of food and beverage sessions. On Tuesday and Wednesday, representatives from companies like The Point.1888, Beanstalk and Perfetti Van Melle (Chupa Chups and Mentos) will discuss earning the right to approach food licensees, building a successful food licensing program and showcasing innovation in your program in the Brands & Lifestyle Theatre.

TV chef, author and presenter Nadiya Hussain will take part in a live Q&A at Brand Licensing Europe in the Brand & Lifestyle Theatre.

Among the F&B brands at BLE 2018 are Guinness, "MasterChef," BA, Captain Morgan, Johnnie Walker, TGI Fridays, Godiva, McVitie's, Chupa Chups, Pimm's, Beck's, Budweiser, Corona, Leffe, Stella Artois, Welch's, Hershey's Kisses, Jolly Rancher, The Cheesecake Factory, Coca-Cola, Hershey's, Jelly Belly, Reese's, Häagen-Dazs, Yogen Früz, Krispy Kreme, Clandestine Cake Club, Britvic, Chewits, Kellogg's, Pringles, Jane Asher and SLUSH Puppie, Leon, Cereal Killer Cafe, Malibu, Barratt, Butterkist, Family Food Fight and Ready Steady Cook.

BLE Kitchen

Situated in the Brands and Lifestyle Zone is the BLE Kitchen, a brand-new activation that will feature



live cook-offs and tastings from a range of brands. Demonstrations will take place on Tuesday at 3 p.m., on Wednesday at 11 a.m. and 3 p.m. and on Thursday at 11am.

Updated Floor Plan

For the very first time, all of BLE will take place on the ground floor of Olympia, making it easier than ever to get the most out of your visit.

The Character & Entertainment Zone can be found in the Grand and lower West Hall, while the Brands and Lifestyle and Art, Design and Image Zones can be found in National Hall.

New Exhibitors at BLE

Joining BLE in the Art, Design and Image Zones are companies like Ahh Inspiring Art, Art by Lis Goncalves, HCA Creation, Helz Cuppleditch, Joseph Sankar, Lucy Pittaway, Old School Art Studio and Ventana Licensing Group.

New exhibitors in the Character and Entertainment Zone include O+ Media, Acamar Films, AEX Italia, Alpha Group, Blues Clothing, CHF Media Group, Ioguis, DeAgostini Publishing Italia, Hearts by Tiana, Fashion Wholesale Market, Forever Collectibles U.K.,



BLE KEYNOTE NO. 1: VIACOM/NICKELODEON CONSUMER PRODUCTS PRESIDENT PAM KAUFMAN

Pam Kaufman, president of global consumer products at Viacom/Nickelodeon, will take part in a fireside chat with *License Global* content director Amanda Cioletti on Tuesday, Oct. 9 at 12 p.m. at the Licensing Academy stage.

Kaufman will share her insights into the changing retail landscape and will discuss why the newly-formed, globally-aligned Viacom/Nickelodeon Consumer Products positions the organization for success and where consumer products fit into Viacom's broader strategy.

"Brand Licensing Europe is one of the industry's premier events, and I am honored to be part of this year's program," says Kaufman. "2018 was a pivotal year in retail and also a year of big changes at Viacom/Nickelodeon Consumer Products, as we became one globally unified team earlier this year. At VNCP, we have been meeting the changing retail landscape head-on, reinventing everything from the content and products we make, to how we market and to whom."

Aweirdmovie, Guangzhou Liuhua, GWCC Apparel Masters, Ferly, Larkthead Media, Maurizio Distefano-The Evolution of Licensing, MGA Entertainment, Movantia, Elves Behavin' Badly, Sailor Ted, Sony Creative Products, Sylphe, Smidt-IMEX, TCC Brands, TOHO (representing Godzilla), Tractor Ted and Viewpoint Games.

In the Brands and Lifestyle Zone, companies making their BLE debut are 4 PLAY, Brand Alliance, FC Barcelona, Roland-Garros, the FA, International Basketball Federation (FIBA), Freddy Leck seine Vertriebsgesellschaft, the French Football Federation, Infinity Lifestyle Brands, Jeep, UCLA, the Royal Dutch Football Association, Royal Museums Greenwich, Tradheir, Brand4Rent, Sport Lisboa e Benfica, Swissbrand World, UEFA Euro 2020, University of Cambridge and Brotmeister.

Game On! Sports at BLE 2018

The International Olympic Committee will deliver one of two keynote addresses at BLE.

The first keynote, titled "The Olympic Global

BLE KEYNOTE NO. 2: INTERNATIONAL OLYMPIC COMMITTEE

The International Olympic Committee will deliver the second keynote address at this year's Brand Licensing Europe.

Titled "The Olympic Global Licensing Strategy: The IOC's New Approach to Licensing," Elisabeth Allaman, vice president, commercial integration, IOC, will take to the Licensing Academy stage at 12 p.m. on Wednesday, Oct. 10, to talk about how the IOC's licensing strategy was developed with the mission to create a tangible connection to the Olympic Games through merchandising programs that are aligned with the Olympic image and

that enhance brand value and goodwill.

Historically, licensing within the Olympic movement had been mainly managed by the organizing committees of the Olympic Games in the host countries only. The aim of the new strategy is to strengthen and promote the Olympic brand, not only during the Olympic Games but also between Games, and to engage consumers all around the world.

The session will present IOC's licensing strategy and the three core licensing programs, which are aimed at specific target groups.

Licensing Strategy—The IOC's New Approach to Licensing," features Elisabeth Allaman, vice president, commercial integration, IOC, who will take to The Licensing Academy stage at 12 p.m. on Wednesday, Oct. 10, to talk about IOC's new licensing strategy.

Later on Wednesday, at 3:30 p.m. in the Brands & Lifestyle Theatre, representatives from global leading sports organizations including French tennis tournament company Roland-Garros and the NFLPA will join a panel discussion about opportunities in sports licensing. In addition, representatives from the NBA and the International Basketball Federation will be part of a session discussing the opportunities in basketball licensing following the sport's increasing popularity in Europe.

Licensing in Action

Introduced in 2016, the product showcase is a

walk-through feature highlighting the creativity and diversity of the exhibitors within the Brands and Lifestyle and Art, Design and Image Zones.

Exhibitors are invited to submit licensed products for display, which will give visitors the chance to see firsthand the huge potential of licensed products across various categories. Each product included is either launching soon or already in stores.

Also returning this year is the hugely popular character parade, taking place on Tuesday, Oct. 9, at 11 a.m. Where else can you expect to see hundreds of larger-than-life costume characters wandering the aisles of a business event?

Matchmaking Service

The BLE Matchmaking Service is a free tool that allows BLE attendees to pre-book meetings ahead of the event.

By arranging your meetings before the show, you'll



WHAT'S COOKING AT BLE 2018?



NADIYA HUSSAIN
tv chef, author and presenter

Global content creator, producer and distributor Endemol Shine Group will host two sessions in the brand-new BLE Kitchen on Wednesday, Oct. 10 between 11 a.m. to 12 p.m. and 3 p.m. to 4 p.m. to showcase its portfolio of brands, including "MasterChef."

TV chef, author and presenter Nadiya Hussain will take part in a live Q&A at Brand Licensing Europe in the Brand & Lifestyle

Theatre as part of the show's food and beverage theme for 2018.

Hussain, who won "Great British Bake Off" in 2015 and is represented by Start Licensing, will be interviewed from 10:30–11:15 a.m. on Tuesday, Oct. 9.

In the BLE Kitchen this year, "MasterChef" 2018 winner Kenny Tutt and 2014 winner Ping Coombes will cook various dishes, and Guinness sommelier Ian Colgan will reveal how to pair beer with food.

"It's great to be a part of BLE once again, and this

year's theme offers the perfect occasion to showcase one of our biggest brands, 'MasterChef,'" says Jane Smith, group director, brand licensing and gaming, Endemol Shine Group. "'MasterChef' is a phenomenal brand that resonates with global audiences both on and off air, and our sessions will be a great opportunity for all attendees to come and experience the world of 'MasterChef.'"

On Oct. 9, Guinness will have the chance to don the BLE Kitchen apron with a fascinating live demo called "Guinness & Food: The Perfect Pairing." A cooking demonstration will be carried out by a chef from the world-famous Guinness Storehouse in Dublin, who will bring to life the unique profile of Guinness in two dishes incorporating food from the existing licensing program. Guinness sommelier Ian Colgan will also talk through the process of beer and food pairings and couple each dish with a complementary Guinness beer variant.

On Thursday, Oct. 11, Georgian bakery brand Brotmeister will be demoing how it makes their famous bread throughout lunchtime and early afternoon.

be able to make the most of your time by searching for exhibitors by region, company, category, property name and more, ensuring you take full advantage of Europe's licensing community being together under one roof.

Seminar Sessions

More than 30 sessions take place across two theaters, covering topics from fashion and toys to the move toward ethical brands and the increasing importance of technology. Hear case studies including Sanrio on the invention of Little Miss Inventor and the creation of the "Moominvalley" animation series with input from Marika Makaroff, executive producer, "Moominvalley" and Sophia Jansson, chairman of the board and creative director, Moomin.

The ever-popular panel led by Richard Pink will be at the Brands & Lifestyle Theatre and will feature panelists from Aardman Animations, Lime Communications, Brave, Born Licensing and Hargreaves Entertainment Group.

Helena Mansell-Stopher from National Geographic will also lead a seminar and discuss how to drive a brand with a purpose.

Following its debut in 2017, a panel led by Billy Langworthy, co-founder, Mojo Nation, will return to the Licensing Academy featuring speakers from FUSE,

Modiphius Entertainment and Making Things Studio.

Langworthy will also host a fireside chat with Bethany Koby, chief executive officer, Tech Will Save Us, on shaping a brighter future for kids by tech.

Kelvyn Gardner, managing director, Licensing Industry Merchandisers' Association U.K., will run the Intro to Licensing sessions on Tuesday and Wednesday morning alongside a brand-new LIMA panel discussion on Thursday morning featuring LIMA country heads from around the globe.

License This! Adds More Categories

Launched in 2009, License This! gives unlicensed brands and image owners the chance to enter the licensing market.

For the first time, the License This! competition will feature two categories and declare two winners, one in brand and design and one in character and animation.

All finalists will be in front of a live audience and judging panel before the winners are announced. Taking place on the final day of BLE in the Brands & Lifestyle Theatre, the live finale is a chance to see some of the newest properties ready for licensing.

For the full BLE program or more information about the event, visit BrandLicensing.eu. ©