



2nd Edition
**LICENSING SHOW
ASEAN 2026**

EXPANDING BOUNDARIES, EMPOWERING BRANDS

The 2nd Edition of ASEAN's Premier International Licensing & IP Show:
Characters, Animation, Gaming, E-Sports, Books & Beyond

11-13 NOV 2026

EH104, BITEC BURI



WEBSITE



FACEBOOK



INSTAGRAM



LINE

CONTACT INFORMATION:

- Ms.Maylinya C. (Maylin)
- Tel: + 66 65-638-5326
- E-mail: maylinya@kic.co.th
- Mr.Prin M. (Bank)
- Tel: + 66 84-020-3464
- E-mail: prin@kic.co.th



Organized by



— SINCE 1999 —

POST SHOW REPORT



LICENSING SHOW
ASEAN 2025



STATISTICS 2025

1,328

VISITORS

FROM

20

COUNTRIES



BUSINESS
MATCHING

172

SESSIONS



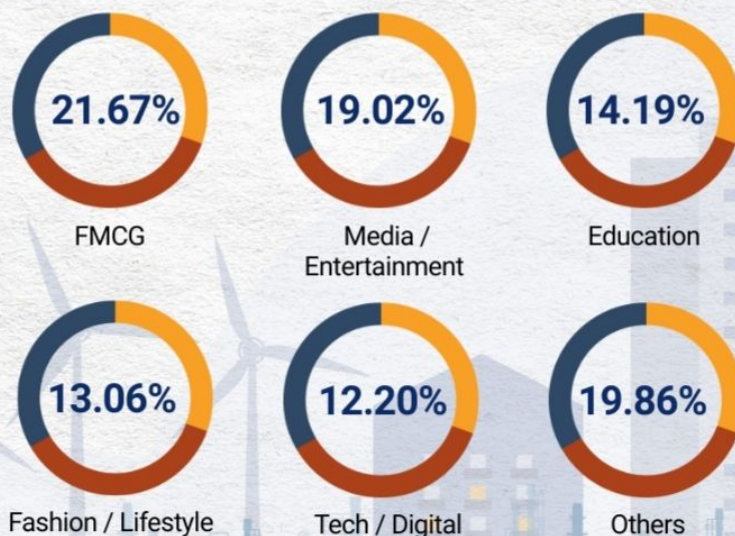
PREFERRED IP CATEGORIES



TOP 10 VISITOR COUNTRIES & REGIONS



VISITOR INDUSTRIES



POST SHOW REPORT 2025



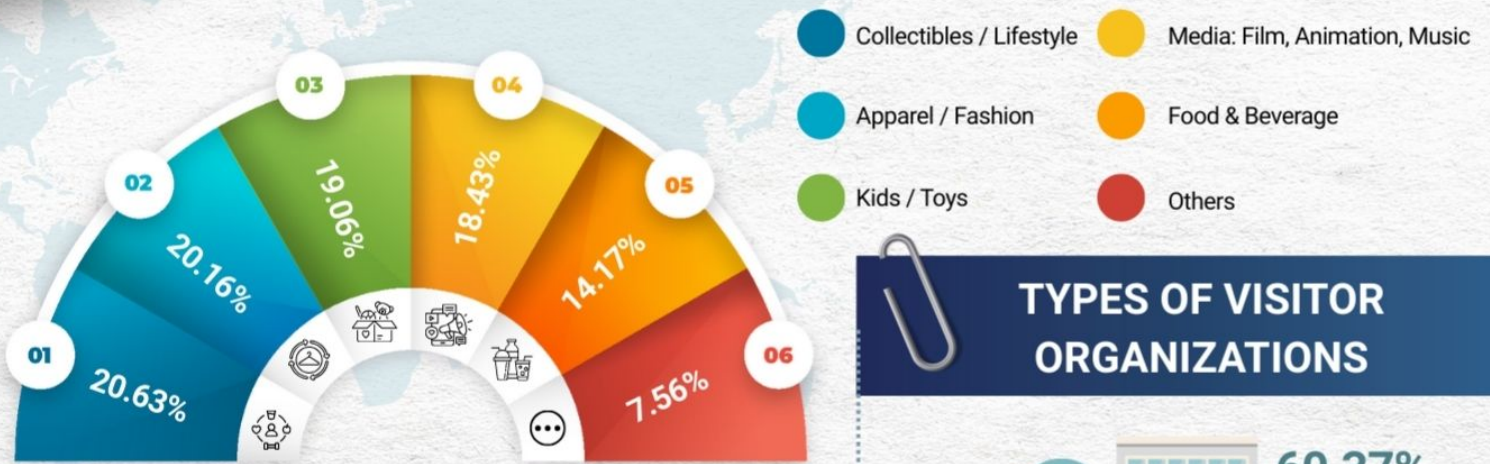
ROLES IN LICENSING DECISIONS



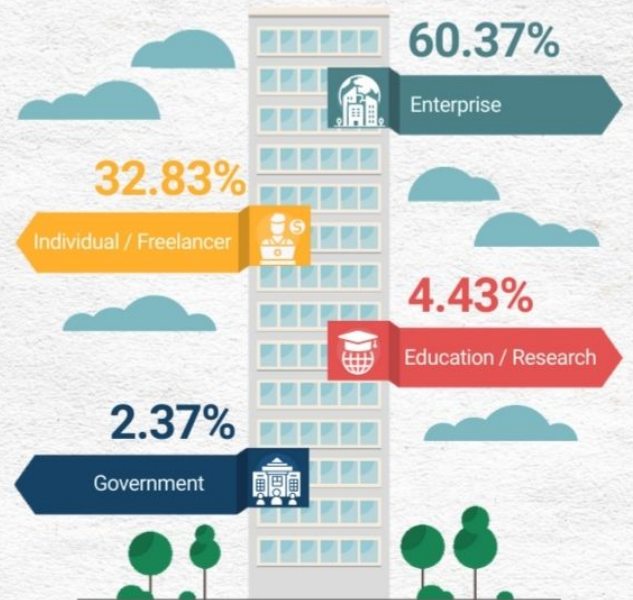
ANNUAL LICENSING BUDGET (USD)



LICENSING CATEGORIES EXPERIENCED



TYPES OF VISITOR ORGANIZATIONS



GOALS FOR ATTENDING THE EVENT



WHY EXHIBIT?

ASEAN and Thailand: Emerging IP Powerhouses



Southeast Asia, home to over 660 million people, has become one of the world's most dynamic markets for creative content and licensed merchandise.

Thailand, as the region's strategic hub, plays a key role in driving IP development, supported by strong government initiatives and creative economy policies.

The licensed merchandise market in Thailand continues to expand rapidly across fashion, accessories, toys, and online retail, driven by brand popularity and growing e-commerce penetration.



Globally, the brand licensing market was valued at

CAGR 4.8%.














Meanwhile, Southeast Asia's **gaming and e-sports** sectors are booming—the mobile gaming market alone is expected to generate over USD 7.3 billion by 2025, while the e-sports industry could reach USD 30 billion regionally.

Exhibitor Profile



Visitor Profile

 Art & Design
 Automotive
 Character & Animation
 Colleges & Universities
 Corporate Brand
 Fashion & Apparel
 Food & Beverage
 Maternity & Children
 Music
 Publishing
 Licensee

 Packaging
 Promotional Merchandise
 Sports
 Snack
 Stationery
 TV / Video / Film / DVD / Streaming Media
 Toys
 Games / E-Sport / Virtual Sports
 Gift
 Travel / Leisure

Your Benefits

1

Expand your market reach and access new business opportunities.

2

Increase brand awareness and visibility among key decision-makers.

3

Generate qualified leads and drive sales.

4

Stay competitive and position your brand as a leader in the licensing industry.

5

Participate in our Business Matching Program to connect with potential partners across ASEAN.

Licensing Show ASEAN 2026—Where Creativity Connects with Commerce. Expand. Empower. Evolve.

ATMOSPHERE

LICENSING SHOW ASEAN 2025

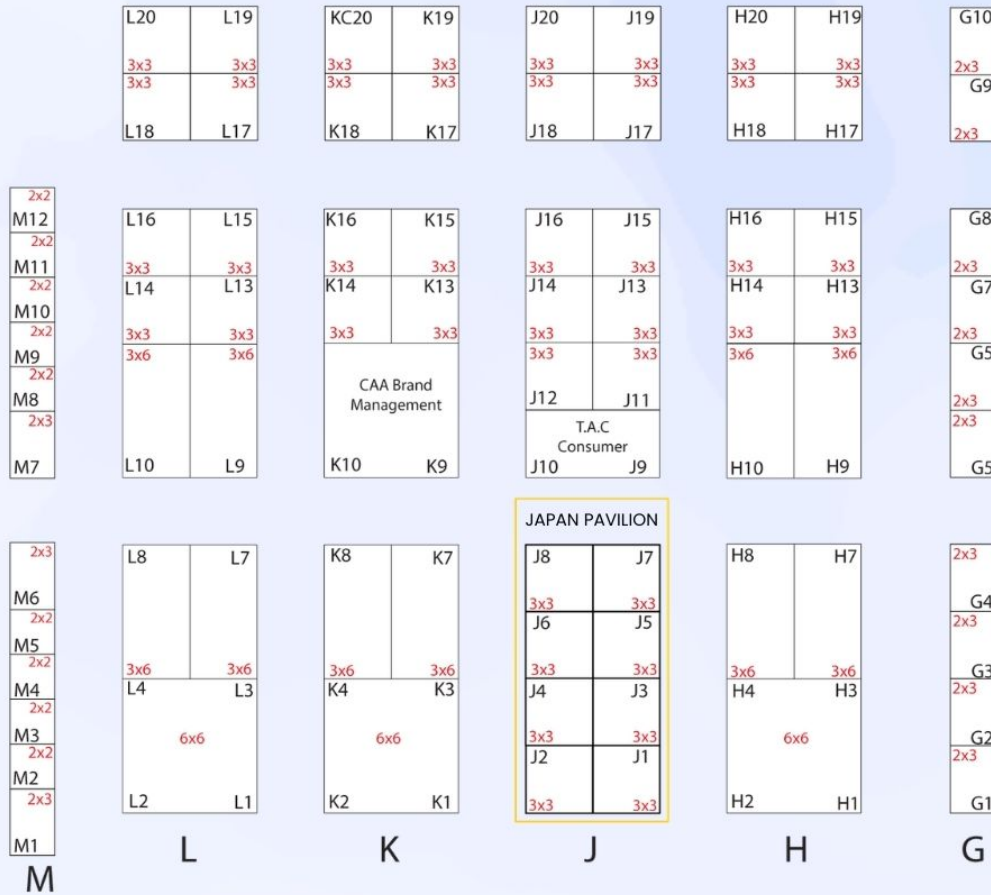
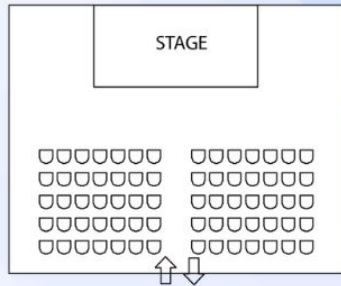


172 BUSINESS MATCHING SESSIONS





Floor Plan



**ENTRANCE
 EH104**



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Booth Packages

PACKAGES / ITEMS	Premium (Only 4)	Diamond	Gold	Silver	Bronze	Standard
	36 sqm	18 sqm	9 sqm	9 sqm	6 sqm	4 sqm
Logo on Website	✓	✓	✓	✓	✓	✓
Social Media Post (Facebook/Linkedin)	3	2	1	1	1	✗
EDM Marketing (Company Promote)	3	2	1	✗	✗	✗
Speaking Slot (Main Stage)	3	2	1	✗	✗	✗
Networking Evening Tickets (PAX)	30	20	6	4	2	1
Workshop / Meeting Room	Full day	Half day	✗	✗	✗	✗
Opening Ceremony Inclusion	✓	✓	✗	✗	✗	✗
Management Interview (Onsite)	✓	✓	✗	✗	✗	✗
Landyards Logo Sponsorship (Limited to 4)	1 Logo	✗	✗	✗	✗	✗
Opening Keynote (Limited to 2)	✓	✗	✗	✗	✗	✗
USD	17,600	10,450	3,520	3,190	2,915	1,760

Remark: - Subject to 7% VAT charge.

*All Package First Come, First Serve

Additional Raw Space Price: USD 330 Per Sq.m.



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