



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

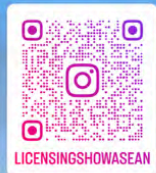
11-13 NOV 2026
EH104, BITEC BURI



WEBSITE



FACEBOOK



INSTAGRAM



LINE

CONTACT INFORMATION:

Ms. Phatthanan J. (Joy)

Tel: +66 2-861-4013

E-mail: phatthanan@kic.co.th

Mr. Prin M. (Bank)

Tel: + 66 84-020-3464

E-mail: prin@kic.co.th

Ms. Maylinya B. (May)

Tel: +66 65 638 5326

E-mail: maylinya@kic.co.th



Organized by

Kavin Intertrade
— SINCE 1999 —

POST SHOW REPORT



LICENSING SHOW
ASEAN 2025



STATISTICS 2025

1,328

VISITORS

FROM

20

COUNTRIES



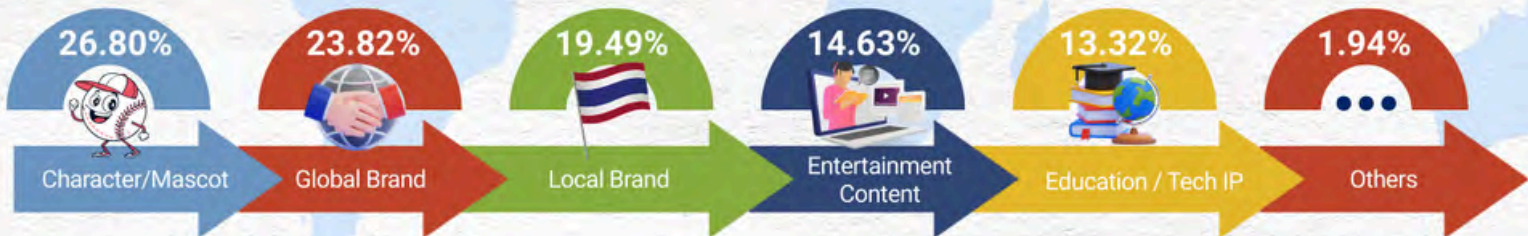
BUSINESS
MATCHING

172

SESSIONS



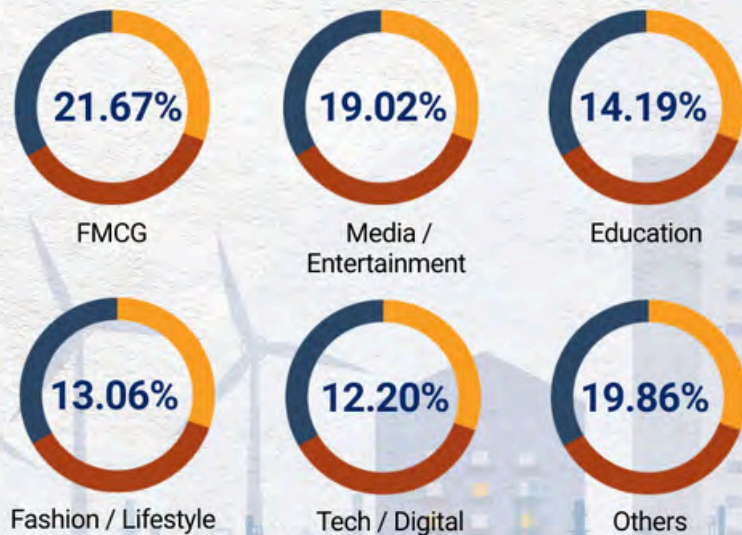
PREFERRED IP CATEGORIES



TOP 10 VISITOR COUNTRIES & REGIONS



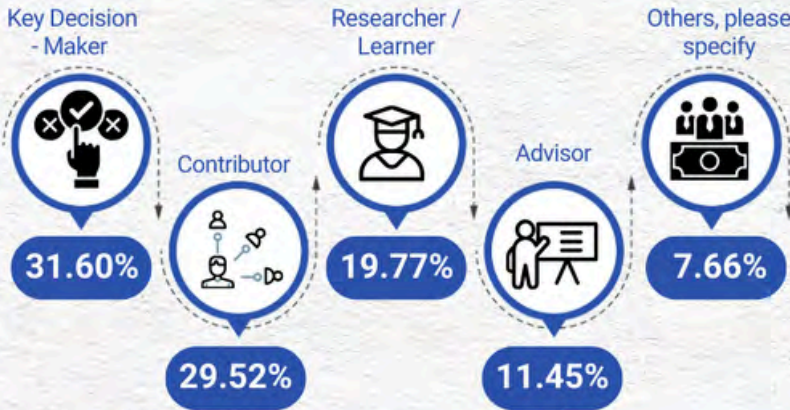
VISITOR INDUSTRIES



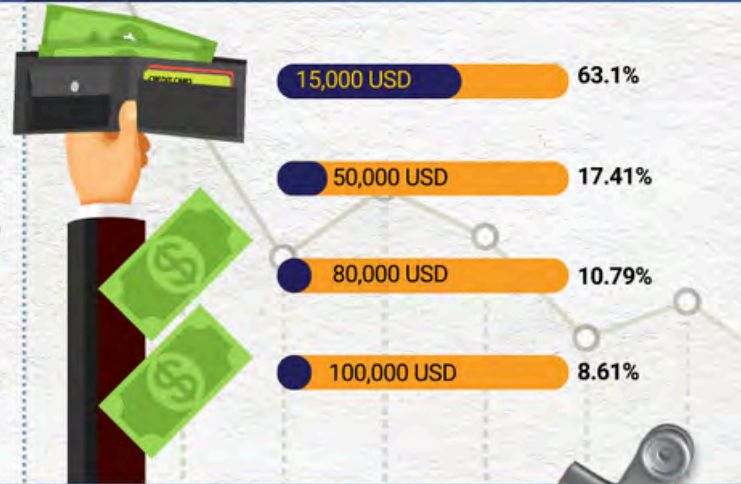
POST SHOW REPORT 2025



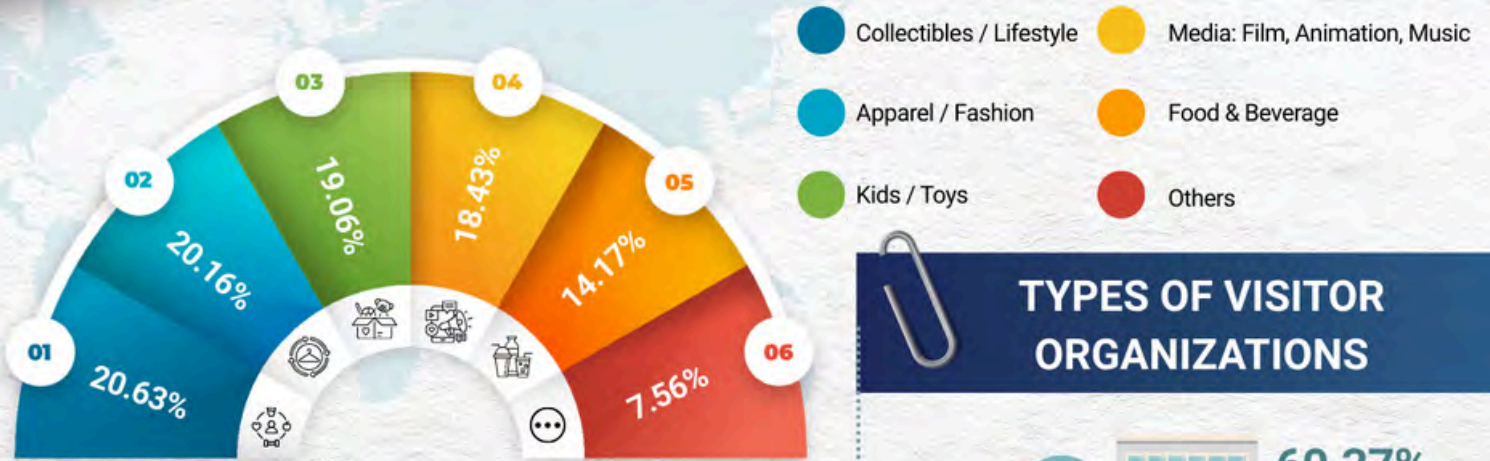
ROLES IN LICENSING DECISIONS



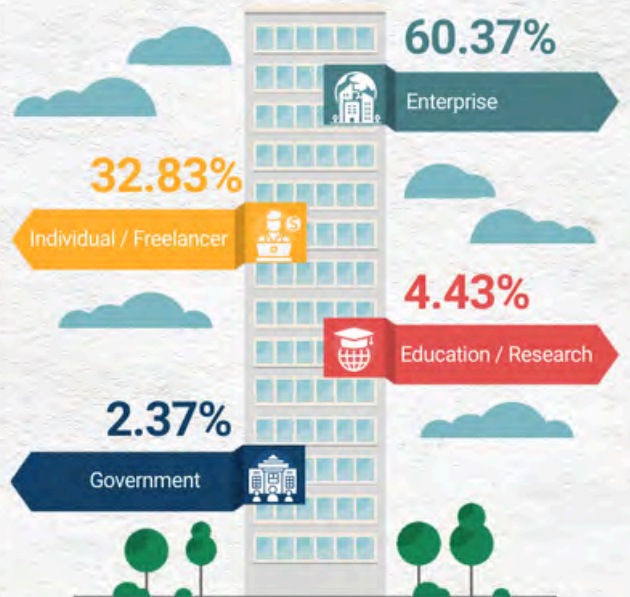
ANNUAL LICENSING BUDGET (USD)



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



Brand Owner / Licensor / IP Owner

Character Licensing / IP Licensing Company

Manufacturer / Licensee

Licensing Agent

Retail

Government Office / International Consulate

Service Provider – Technology / Innovation / Market Expansion

Service Provider – Marketing / Event / PR

Service Provider – Others

E-Game

E-Sport

Books

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.

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MEDIA SUPPORTED BY



TESTIMONIAL

<https://www.youtube.com/watch?v=sqjhCgORbBQ>

“Licensing Show ASEAN was very effective for introducing our Japanese IP, as well as Korean and other ASEAN IPs, to the ASEAN market.

This is a very good opportunity, and we believe it is important to continue joining and supporting this event in the future.”



Mr. Sooji Nyoji
General Manager
San-Byte Creative
Co., Ltd.

“We had productive discussions, especially in the confectionery category, and connected with potential licensees from several countries.

We are confident these opportunities will lead to successful deals soon.”



Mr. Jeff Wu
Managing Director
EL Brand Group Limited

“Licensing Show ASEAN provides us with the opportunity to meet new partners and brands that are seriously looking to expand their IP businesses. It is a platform where real business matching can truly happen, enabling partners and entrepreneurs to connect with us more easily through direct business discussions. We have already confirmed to join LSA 2026.”



Ms. Anita Buasub
Vice President, Business
Development
CAA Brand Management

“I am very pleased to have successfully introduced Korean character IPs to the Thai market. At the Licensing Show ASEAN, we engaged in high-quality business matchmaking with Thai companies and buyers. Therefore, I highly recommend participating in this exhibition.”



Mr. NA HAN SOL
Brand & Marketing Planner
Gresolution Co., Ltd.

The first Licensing Show ASEAN brought together so many creators and IPs, which was truly inspiring. I met new partners such as manufacturers, publishers, and local IP owners, and it opened up real opportunities for collaboration. This event is an important step in growing the licensing scene in Southeast Asia and giving more visibility to local creators.



MR. FAZA MEONK
PT PIONICON

ATMOSPHERE

LICENSING SHOW ASEAN 2025



172 BUSINESS MATCHING SESSIONS

