

PROFESSIONAL RESOURCES
FOR THE RUSSIAN LICENSING INDUSTRY

LIENSING IN RUSSIA

www.licensing-in-russia.com

OUR ECOSYSTEM: LICENSING WEB-PORTAL



- **THE LICENSES CATALOGUE**
helps choosing the relevant brand, partner company, get a contact
- **ORIGINAL CONTENT**
the actual content, news, formed by in-house publishing team and our partners
- **BANNERS AND FICHERING**
for the best communications with your clients

70,6% of the audience

TAKE DECISIONS OR TAKE PART IN THE PURCHASING DECISIONS

9 000+

IS THE SIZE OF THE AUDIENCE (ALL THE REGIONS, TOP-MANAGEMENT)

OUR ECOSYSTEM: TELEGRAM CHANNEL + E-NEWSLETTER

- **CHANNEL WITH EVERYDAY NEWS 24/7**

<https://t.me/LicensingInRussia>

information about the licensing deals, hot analytics of the licensing product sales, key topics, news and events of the Russian and international licensing industries

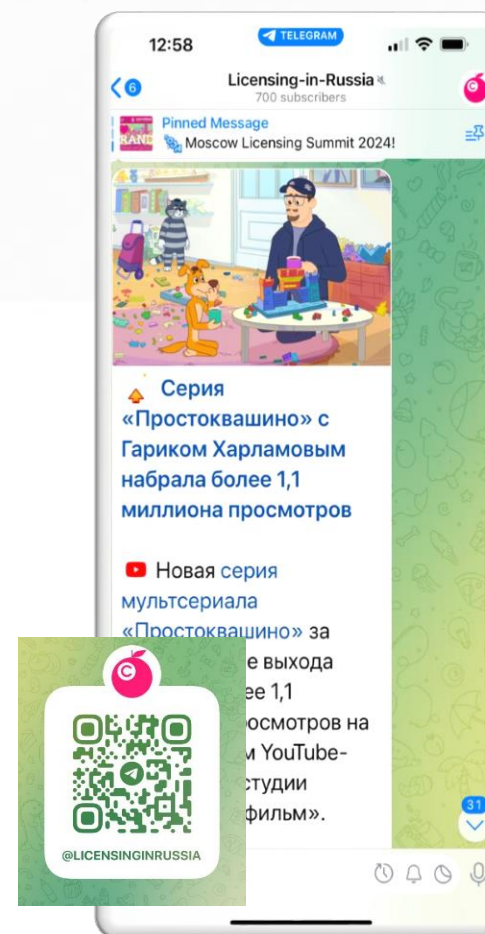
- **700+ SUBSCRIBERS**

specialists and experts of Russian licensing market, active and potential licensees, media and retail representatives

- **E-NEWSLETTER**

a weekly digest and branded newsletters
ALWAYS NEW AND ORIGINAL CONTENT

 LICENSING
IN RUSSIA

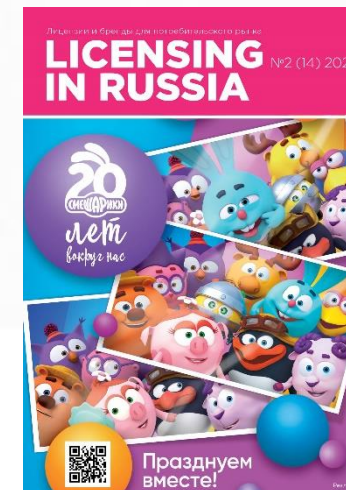


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OUR ECOSYSTEM: LICENSING INDUSTRY MAGAZINE

- **PROFESSIONAL MAGAZINE**
about brands and licenses for Russia's consumer market
- **PRINT AND DIGITAL VERSIONS**
issued twice a year (SPRING, FALL), print run of 500 copies. Distributed on the 20+ professional trade fairs in Russia and CIS
- **FULL ARCHIVE**
You can download all the published issues or read online

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IN RUSSIA



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OUR ECOSYSTEM: RUSSIAN LICENSING AWARDS

- **RUSSIAN LICENSING AWARDS** a classic event gathers all the players of the Russian licensing industry.
- **2023: more than 200 entries in 16 nominations.**

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IN RUSSIA



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OUR ECOSYSTEM: MOSCOW LICENSING SUMMIT

- **MOSCOW LICENSING SUMMIT**
Every year MLS gathers the leading brand owners and agents, who work in the Russian licensing market, experts, manufacturers and retail representatives
- **LICENSING SUMMIT + KOCCA**
new partnership in 2024, new venue – Korean Cultural Center



LICENSING
IN RUSSIA

+568

зарегистрированных
посетителей

+205

брендов

+24

правообладателя
и агентства



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UNIQUE BUSINESS PLATFORM: EDUCATION, INFORMATION AND NETWORKING

- **Moscow Licensing Summit** is the only Russia's unique b2b communication platform of the licensing market participants
- **Leading players of local licensing market**, individual presentations of the brand owners and licensing agents
- **Great chance for the new players** of the licensing industry to present themselves, show new licensing programs and find right partners
- **High quality of the target audience**, which takes business-decisions with the focus on the Russian manufacturers of the licensing products and services and retailers
- **Purchasing licensing center and networking**
Active negotiation business sessions for maintaining and creating new business contacts
- **Licensing School**
Knowledge by the leading experts of the licensing market
- **Maximum exclusive information**
the most trendy aspects of licensing market development, information and experience exchange, the best industry's practices and business cases

OUR ECOSYSTEM: LICENSING FASHION DAY

- **FORMAT:** panel discussion, licensing brands and how to get money working with them, presentations, catwalk and speed-dating
- **MEETINGS** with the executives from the leading fashion chains in Russia
- **CONTACTS** with new regional chains and manufacturers
- **GET TO KNOW** Russian and international brands who are open to licensing programs and collaborations
- **PRESENTATIONS** of the most promising licenses and premieres focused on the fashion segment
- **PRIVATE LABEL COLLECTIONS** are the new step in fashion category development
- **NETWORKING AND NEGOTIATIONS**

LICENSING
IN RUSSIA

CPM
27 АВГУСТА
2024
Licensing
Summit
5 СЕНТЯБРЯ
2024
LICENSING
FASHION
DAY
ОРГАНИЗАТОРЫ
LEON FASHION LICENSING
IN RUSSIA

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LICENSING INDUSTRY MAGAZINE



LICENSING WEB PORTAL



LICENSING SUMMIT



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RUSSIAN LICENSING BIOSPHERE



RUSSIAN LICENSING AWARDS



TELEGRAM CHANNEL

