HONG KONG

Some of the brands on show this year

TOTAL LICENSING

ing entirely to their charity of choice. The 'Leaders' include the King of Spain, George Clooney, Paloma Picasso and Sir Roger Moore.

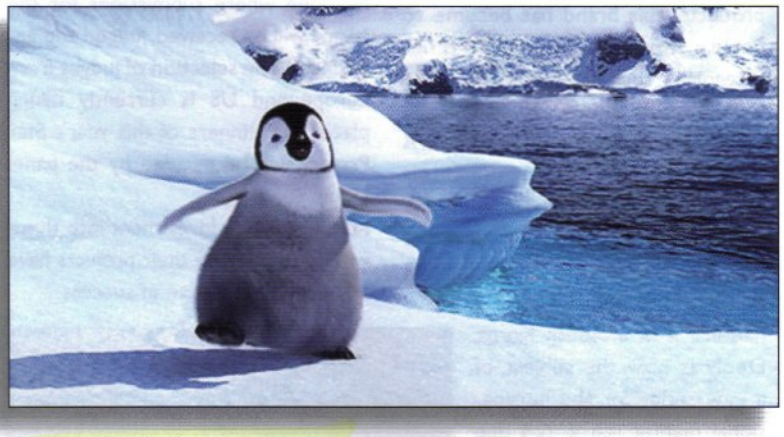
Of course, a number of Asian companies return to

against unauthorised use by develo
ing internal monitoring and enfo
ment programs. On the licensing
Tanner de Witt have recently
a Hong Kong designer build a
ing program as part of its s
US brand-building campaign
service companies exhibiting
include Ernst & Young's Hong Kong o
fice.

German licensing agency VIP Entertainment & Merchandising will return to Hong Kong this year, following a successful debut at the show in 2006 where, according to president Michael A Lou, a number of deals were struck. This year, VIP will showcase a number of properties in addition to their Hollywood Legends program. "The '21st

ian a
ing.

AT Licensing and Merchandising continue their relationship with Tezuka Productions in Japan and will spotlight a number of Osama Tezuka creations including Astro Boy, Black Jack, Jungle Emperor Leo and Princess Knight. Toei Animation will throw the spotlight



Century Leaders' program is a combination of art, celebrities and charity," explained Michael Lou. "Over 400 international celebrities, all leaders in their particular disciplines, have created over 700 pieces of artwork that are being licensed with net proceeds go-

on DragonBall, Digimon and a variety of other properties and Top Insight International will bring Pokemon, Capeta and Moca to the attention of visitors.

On the brand side, Interasia Marketing will exhibit a number of American and European brands including the Santa Barbara Polo Club, Pepsi, University of Cambridge, UCLA, Forever Friends, Jeep and Paramount Pictures whilst J Links Asia will exhibit art properties through their representation of British art licensing agency, Washington Green. In addition, Foron will highlight a number of brand programs including Tomtom and the Terracotta Warriors.

Regent Lane will bring McMug to the Hong Kong show once again this year. The property is based on a cartoon character that has become popular adults and children. Ad- Regent Lane and Ex-

key p
and Team Galax
Group's Singapore offic
FIFA, IPC Media, the PGA Tour, Vatic
Observatory and Homes and Gardens to the show.

Taiwan boasts a handful of exhibitors this year including United Licensing and Promotion who represent Nickelodeon, Elite and the NBA in the region together with Mighty Media Co who license Naruto, Keroro, Eureka Seven and Ani-Yoko.

On the art side, Intercontinental Licensing based in New York will once again exhibit key properties such as the highly-popular Hanadeka, Auca de Dali, Planet Happy, Dear God Kids and Kanda.