



Asian Licensing Association
亞洲授權業協會



Press Release
For Immediate Release
Hong Kong, 7th January 2020

**“Hong Kong Licensing Awards 2019 cum
Asian Licensing Awards 2019 Awards Presentation Ceremony”**
*To recognize the remarkable practitioners
and foster the development of local creative industries*

The Asian Licensing Association (ALA) is delighted to organize a joint Awards Presentation Ceremony for its Hong Kong Licensing Awards (HKLA) 2019 and Asian Licensing Awards 2019 today (7th January) in the Hong Kong Exhibition and Convention Centre to recognize the great efforts and outstanding achievements of the practitioners in the creative industries and the licensing industry and to promote the development of both sectors. The ALA is honoured to have the presence of Dr. Bernard Chan, JP, Acting Secretary for Commerce and Economic Development, the Government of the Hong Kong Special Administrative Region (HKSAR), as the ceremony’s Guest of Honour.

Dr. Bernard Chan congratulated the 20 winners of both HKLA 2019 and Asian Licensing Awards 2019 on the occasion.

This is the fifth edition of the HKLA, which is the first and unique award scheme for licensing dedicated to creative industries. It is sponsored by Create Hong Kong (CreateHK) of the HKSAR Government since 2015. A strong growth in licensing industry has been witnessed in Hong Kong, the Mainland and Asia since then.

As an important intellectual property (IP) trading hub in Asia, Hong Kong is embracing various competitive advantages including a comprehensive legal system on the protection of IP rights, a strong respect for contract spirit amongst the industry, advanced distribution networks, clustering of quality licensing talent with market sensitivity and close business connections with the Mainland, etc. These advantages facilitate the licensing professionals and creative talent in making use of licensing schemes to develop and market their creative works to the commercial world.

The HKLA is demonstrating the joint efforts between the Government and the trade, aiming to create an encouraging commercial environment for the local and other regions’ practitioners to share the latest information and open up new business opportunities, with a view to achieving these two objectives, namely to develop a platform for international licensors, licensees, agents and manufacturers to meet together and share industry insights for further facilitating the growth of various local creative sectors; and facilitate them to expand business connection and enhance market exposure.

With the ALA’s best endeavours in past five years, the HKLA has started to bear fruit. To further recognize local practitioners, the ALA decided to rename three out of the five awards under the HKLA 2019 by adding “Hong Kong” to their titles and also Silver and Bronze awards to them.



Asian Licensing Association
亞洲授權業協會



One of the awards being renamed is the Best Hong Kong New Character Design for Licensing Award, which accepts applications from Hong Kong designers with less than nine years of design-related working experience, and new character designs that have never been commercially licensed. The five finalists of this award are entitled to a free production of product samples and figurines of their characters by the ALA and promotion of these characters in the HKLA 2019's booth at the Hong Kong International Licensing Show 2020, while the character of the Gold Award winner will be further produced into a mascot for participation in the Mascot Parade of the Hong Kong International Licensing Show 2020.

As for the other four awards of the HKLA 2019, the awardees are also promoted in the HKLA 2019's booth at the Hong Kong International Licensing Show 2020. In addition, the properties of the Gold, Silver and Bronze Award winners of the Best Hong Kong Property Award, Best Hong Kong Young Property Award and Best Hong Kong New Character Design for Licensing Awards will be showcased at the HKTDC Design Gallery.

The HKLA 2019 received close to 100 applications to compete for the awards in the five award categories, namely the Best Hong Kong Property Award, the Best Licensee Award, the Best Promotion Campaign Award, the Best Hong Kong Young Property Award and the Best Hong Kong New Character Design for Licensing Award. Their Gold Award winner list is as below (please refer to Annex 1 for the full list):

Award	Gold Award Winner	Licensing Property
Best Licensee Award	Chow Tai Fook Jewellery Co., Ltd.	Chow Tai Fook Disney Collection
Best Promotion Campaign Award	Olympian City 2 Management Co. Ltd.	Doraemon Secret Gadgets Laboratory @ Olympian City
Best Hong Kong Property Award	Bliss Concepts Ltd.	Mcdull
Best Hong Kong Young Property Award	Nearko Ltd.	Journey To The Sweet
Best Hong Kong New Character Design for Licensing Award	Li Ho Shun Orson	Nick The Lost Robot

The ALA is encouraged by the overwhelming application figures and high quality of the awardees. It is also pleased with the result of the training programs offered under the project in nurturing local licensing talent. In this edition, the two training programs focused on the design of a style guide and sales pitching techniques for licensing were commenced on 6th September and 12th October 2019 respectively, with the training hours increased from 6 in last edition to 12 in this edition. Specialists with rich practical experiences in the relevant fields were invited as instructors to teach the targeted participants who are local designers, new IP holders and other stakeholders in the licensing industry.

Today also held the Awards Presentation Ceremony of the Asian Licensing Awards 2019, which aims to recognize the outstanding achievements of licensing practitioners throughout Asia. It comprises four award categories, namely the Outstanding Property in Asia, the Outstanding Licensee, the Outstanding Young Property and the Outstanding Asian Property (please refer to Annex 2 for the full list of awardees).

Except the Best Hong Kong New Character Design for Licensing Award, the winning property of the Gold Award in other award categories of the HKLA 2019 were nominated to compete for the Asian Licensing Awards 2019.



Asian Licensing Association
亞洲授權業協會



For further information on the Hong Kong Licensing Awards 2019 and the Asian Licensing Awards 2019, please visit: www.hklicensingawards.hk

About Hong Kong Licensing Awards

The Hong Kong Licensing Awards (HKLA) project was launched in 2015, and came to its fifth edition in 2019. There are five award categories in the HKLA 2019, namely the Best Hong Kong Property Award, the Best Licensee Award, the Best Promotion Campaign Award, the Best Hong Kong Young Property Award, as well as the Best Hong Kong New Character Design for Licensing Award. These awards aim to recognize the outstanding achievements of the practitioners in the relevant industries and promote Hong Kong's creative industries. With a view to nurturing new talent in character design and promoting local original designs, the Best Hong Kong New Character Design for Licensing Award is dedicated to Hong Kong designers with less than nine years of design-related working experience, and their applying new character designs must have never been commercially licensed.

About Asian Licensing Association (www.ala.org.hk)

The mission of Asian Licensing Association (the Association) is to foster the growth and expansion of the licensing, creative and innovative industries by drawing together the experience and professional knowledge of the industry practitioners. The Association aims to cooperate with the HKSAR Government, the other governments in Asia and other statutory bodies to assist the licensing, creative and innovative companies, thus enhancing the overall business environment and competitiveness of Hong Kong. The Association also aims to provide guidance to the industry practitioners for making win-win decisions which are favorable to both their members and the general public. The goal of the Association is to promote Hong Kong to be the Asian hub for licensing, creativity and innovation.

About Create Hong Kong (www.createhk.gov.hk)

Create Hong Kong (CreateHK) is a dedicated agency set up by the Government of the Hong Kong Special Administrative Region in June 2009. It is under the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau and dedicated to spearheading the development of creative industries in Hong Kong. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. CreateHK sponsors the HKLA since 2015 to encourage Hong Kong creative industries to explore business opportunities through licensing.

Issued by: Asian Licensing Association (www.ala.org.hk)

Through: Jetum Communications

For media inquiries, please contact:

Ms. Gladys Hau 9109 8498

gladyshau2019@gmail.com

Mr. James Leung 6198 3231

james@jetum.com



Asian Licensing Association
亞洲授權業協會



Annex 1

“Hong Kong Licensing Awards 2019” Awardees

Best Licensee Award (Note 1)

	Winning Company	Property for Licensing
Gold	Chow Tai Fook Jewellery Company Limited	Disney and Pixar "Toy Story" Collection
Merit	Bossini Enterprises Limited	Mickey's 90th Anniversary Celebration
Merit	Reckitt Benckiser Hong Kong Limited	LINE FRIENDS & Dettol 2019 CNY Campaign

Best Hong Kong Property Award

	Winning Company	Property for Licensing
Gold	Bliss Concepts Limited	Mcdull
Silver	Asia Animation Limited	Ori-Princess
Bronze	Rightman Publishing Limited	The Great Detective Sherlock Holmes

Best Promotion Campaign Award (Note 1)

	Winning Company	Promotion Campaign
Gold	Olympian City 2 Management Company Limited	Doraemon Secret Gadgets Laboratory @ Olympian City
Merit	Innoduction Group Inc Limited	Disney Tsum Tsum Christmas Market
Merit	Tuen Mun Town Plaza	LEGO® Big Box Factory @ tmtplaza

Best Hong Kong Young Property Award

	Winning Company	Property for Licensing
Gold	Nearko Limited	Journey to the Sweet
Silver	Chiilaku Limited	Squly & Friends
Bronze	Pixel Fairy International Holdings Limited	Chu Chu Angel

Best Hong Kong New Character Design for Licensing Award

	Winning Designer	Character for Licensing
Gold	Li Ho Shun Orson	Nick The Lost Robot
Silver	Tungwood	Tungwood
Bronze	Yeh Lai Man, Sylvia	Sylbaak Hill

Note 1: No Silver and Bronze Awards for this category



Asian Licensing Association
亞洲授權業協會



Annex 2

“Asian Licensing Awards 2019” Awardees

Outstanding Licensee Award

Winning Company	Property for Licensing
China Merchants Bank	SpongeBob SquarePants

Outstanding Asian Property Award

Winning Company	Property for Licensing
The Pokémon Company	Pokémon

Outstanding Young Property in Asia Award

Winning Company	Property for Licensing
LINE FRIENDS	BT21

Outstanding Property in Asia Award

Winning Company	Property for Licensing
The Walt Disney Company	Marvel
ViacomCBS Consumer Products	Paw Patrol



Group Photo of Guest of Honour, representatives of the Organizer and all the Award Presenters with 19 winners on the “Hong Kong Licensing Awards 2019 cum Asian Licensing Awards 2019 Awards Presentation Ceremony”.