

## News from Bologna Licensing Trade Fair

Bologna Licensing Trade Fair - March 2017



### **Brand Italy: The value of brand Italy is growing The Licensing Fair "BLTF 2017" from 3-5 April at BolognaFiere**

The value of the Italian nation brand is growing around the world. In 2016 estimated revenues exceeded 1.5 billion dollars, positioning the country in ninth place in the 100 top performing countries in the world, according to a new report "Brand Finance Nation Brands", which each year draws up a top one hundred of nation brands in terms of which country's brand is the best established and most appreciated on a global level. The research formulates an estimate of the revenue outlook produced through a calculation of future royalty rate. This data has been released ahead of the **Bologna Licensing Trade Fair (BLTF)** the only Italian fair event in the sector of licensing and the product development based on established brands. The BLTF 2017, in its tenth edition, is organized by **BolognaFiere** and will be held between the 3rd and the 5th April at the Bologna Exhibition Centre at the same time as the Children's Book Fair.

The Nation Brands Report, put together by the British company Brand Finance, uses the same method employed to estimate the value of the world's leading businesses, elaborating data supplied by international organizations and market research companies (including World Economic Forum, GfK, FDI Intelligence, IMD). The results for 2016 confirm the USA in first place in the leading top 100 countries with an estimated brand turnover of 20,574 billion dollars (+4% compared with 2016). In second place is China (7,087 billion dollars, +12%), followed by Germany in spite of a slight fall (3,882 billion, -7%) and Japan (3,002 billion, +18%). Italy remains in ninth position with an estimated revenue outlook for "brand Italy" of 1,521 billion dollars, a modest increase compared with the 1,445 billion of 2015 (+5%). Next in line are Australia (1,305 billion, -7%) and the Netherlands (1,121 billion, +12%). At the other end of the list are Cyprus and Cameroon (both with 10 billion).

There is one month to go until **"BLTF 2017"**, where, once again, the leading Italian companies and many international labels are expected to attend. The 2016 edition involved 58 exhibitors, of which 22 came from outside Italy from 14 countries, representing 800 brands. The coming edition will see an increase in exhibition space, the programme includes the return of **"Licensing Prospect Day"**, which has the aim of involving new players from the manufacturing sector in the world of licensed products. The Fair will also include the fifth edition of the **"Licensing Retail Day"**, organized in collaboration with Largo Consumo, which will include the presence of important European and international distribution networks. Also planned is the first edition of the **"Bologna Licensing Award"**, a competition open only to exhibitors at the event and awarded to the best licensing and product development programme during the two-year period between 2015 and 2016. Further information can be found at [www.bolognalicensing.com](http://www.bolognalicensing.com).