



## Italy readies for Bologna Licensing Trade Fair

By Samantha Loveday  
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**April event set to welcome some 800 brands to an expanded exhibition space.**

The Italian licensing market is gearing up for the annual Bologna Licensing Trade Fair, which this year runs from April 3-5.

Organised by BolognaFiere and now in its tenth year, the show will welcome 46 exhibitors to the Bologna Exhibition Centre, representing some 800 brands, to an expanded exhibition space.

International names such as Warner Bros. Consumer Products, Viacom, Sanrio and Cartoon Network will be joined by new arrivals including Hasbro and De Agostini Publishing.

The three days will also host a number of conference sessions and seminars, while the Licensing Retail Day also returns, organised in collaboration with Largo Consumo.

New developments this year include the introduction of the Bologna Licensing Award – this will be given to the best programme for licensing and product development in the period between 2015 and 2016.

The show runs alongside the Bologna Children's Book Fair. [You can check out the official website by clicking on this link.](#)