

ЗАЛ «ЛАДОГА»		
<p>10:30 – 11:00 OPENING CEREMONY WELCOME SPEECH DMITRY KOLOBOV, Director Department of socially important goods industry development Ministry of Industry and Trade of the Russian Federation MAURA REGAN, Executive Vice President, LIMA</p>		
LADOGA HALL	VIP HALL	HALL 1-2
<p>11:30 – 13:00 LICENSING SPEECH RETAIL FORUM ROUND TABLE OPEN DISCUSSION RETAILERS, MANUFACTURERS, LICENSORS: SIMPLE RULES OF EFFECTIVE INTERACTION</p>	<p>11:00 – 12:00 ABC LICENSING. LICENSING SCHOOL The basics of licensing Style guide Product categories and royalty rates Key legal issues in the field of licensing etc.</p> <p>11:00 – 11:15 Accurate royalty estimates LUDMILA TSOY, Commercial director of “CTB Film Company”</p> <p>11:15 – 11:30 Key success factors and steps in a new brand launch ELENA ELISEEVA, Licensing manager, Mattel</p> <p>11:30 – 11:45 Brand protection in the Internet: court practice and legislation prospects PAVEL KATKOV, Katkov & Partners</p>	<p>11:00 – 12:00 THE LICENSING BACKSTAGE: NEW TRENDS IN LICENSING</p> <p>11:15 – 11:30 CTC media franchises for different audience from kids to women KSENIA GORDIENKO, Director Consumer Products, CTC media</p> <p>11:30 – 11:45 ZAFARI: Sometimes being different makes all the difference DARIA GAKOVA, CEO, Kidz Entertainment/Ink Russia</p>
<p>13:00 – 14:00 NETWORKING. FACE-TO-FACE BUSINESS MEETINGS Participants: Hasbro, Mattel, brand4rent, Melnitsa, Nickelodeon Viacom Consumer Products, PlyaCom, Pullman Licensing, CTC Media, Riki Group (Marmelad Media), O+ Plus Media, Kidz Entertainment (Ink Global), Wizard, Aeroplane (Fixiki), ToyRoy Entertainment, Creative Branding Agency/Andrei Konchalovsky Production Center, Russian Olympic Committee, Sportconcept, Kontinental Hockey League and others</p>	<p>12:00 – 13:00 LICENSING MARKET ANALYTICS STATISTICS FACTS TRENDS</p> <p>12:00 – 12:15 Main challenges on licensed toys market in 2017 Maria Vanifatova, CEO, The NPD Group</p> <p>12:15 – 12:30 Which product groups are most in demand for licenses Olga Tretyakova, Children’s research manager, Ipsos Comcon</p> <p>12:30 – 13:00 Borrowing a character: New promotion trends on the market of foods and beverages IVAN COLECCHIA, Kidz Global Research Agency</p>	<p>12:00 – 12:45 PRESENTATION OF MELNITSA: Admission is free, for all comers</p> <p>PROMO LICENSE AS A MARKETING TOOL Cross-promo, retail work and promotion of goods and services using the case studies of Procter & Gamble, Unilever, Reckitt Benckiser</p> <p>ANASTASIA PYATKINA, Marketing director, LA Melnitsa</p>
	<p>13:00 – 14:00 LICENSING BUSINESS FOR ENTERTAINMENT INDUSTRY The changing landscape of Digital Entertainment Augmented reality Virtual reality Games Theme Parks</p> <p>13:00 – 13:30 Game Brand SEGA - Sonic JASON RICE, Director of Brand Licensing (EMEA) – SEGA Ltd</p> <p>13:30 – 13:50 Theme parks – brand new industry development in Russia ALEXANDRA KISELEVA, Senior Licensing Manager, JSC “REGIONS-Entertainment”</p>	
14:00 – 14:45 LUNCH		

LADOGA HALL	VIP HALL	HALL 1-2
<p>15:00 – 17:45 NETWORKING. FACE-TO-FACE BUSINESS MEETINGS Participants: Hasbro, Mattel, brand4rent, Melnitsa, Nickelodeon Viacom Consumer Products, PlyaCom, Pullman Licensing, CTC Media, Riki Group (Marmelad Media), O+ Plus Media, Kidz Entertainment (Ink Global), Wizart, Aeroplane (Fixiki), ToyRoy Entertainment, Creative Branding Agency/Andrei Konchalovsky Production Center, Russian Olympic Committee, Sportconcept, Kontinental Hockey League and others</p>	<p>15:00 – 16:45 THE LICENSING BACKSTAGE: NEW TRENDS IN LICENSING</p> <p>15:15 – 15:30 Pullman Licensing: Licensing DNA VALENTINA KURSANOVA, CEO, Pullman Licensing</p> <p>15:30 – 15:45 Brands of Nickelodeon Viacom Consumer Products – a gold mine for licensing business PETIA TONCHEVA, Licensing Director Nickelodeon Viacom Consumer Products (NVCP) Russia, CIS & Baltics</p> <p>15:45 – 16:00 The Riki Group' new projects at Russian and international markets ILYA POPOV, General producer Riki Group, President, Russian Animated Film Association</p> <p>16:15 – 16:30 O+ MEDIA: New licenses and marketing campaigns for partners ALEXANDER SABLUKOV, CEO, O+ MEDIA</p> <p>16:30 – 16:45 Presentation of ToyRoy Entertainment intellectual boutique, the company's flagship projects and licensing opportunities OLEG ROY, the cult Russian writer, general producer of "ToyRoy Entertainment"</p>	<p>15:00 – 15:45 PRIVATE INDIVIDUAL PRESENTATION BRAND4RENT: NEW LICENSING PROGRAMS 2018-2019 For the admittance to the event please contact: info@brand4rent.ru</p> <p>ДЕНИС КУЛАКОВ, CEO, brand4rent</p> <p>16:00 – 16:45 INDIVIDUAL PRESENTATION HASBRO TRANSFORM IT. RECIPES FROM HASBRO Admission is free, for all comers</p> <p>MAYA MOSKVICHEVA, Head of Licensing at Hasbro, Russia, CIS and Turkey</p>
	<p>17:00 – 17:30 SPORTS LICENSING</p> <p>Licensing, Sport and Healthy Lifestyle OLGA KRITSKAYA, Head of Licensing Sportconcept</p>	<p>17:00 – 17:30 CELEBRITY LICENSING Licensing of celebrities. Licensing of creator's image for advertising campaigns</p> <p>KIRILL KALASHNIKOV, CEO, agency "Lidery Mnenij" ALEXANDER DUMKIN, Deputy CEO, agency "Lidery Mnenij"</p>
		<p>17:30 – 18:00 LIMA: BE WITH THE WORLD'S TOP LICENSING LEADERS</p> <p>MAURA REGAN, Executive Vice President, LIMA</p>
<p>18:00 – 18:30 FINAL "THANK YOU" PARTY (ONLY FOR PARTICIPANTS & PARTNERS OF SUMMIT)</p>		