

### **BLE CONFIRMS IPs FOR GAMING ACTIVATION**

**Bioworld International, a division of Bioworld Merchandising, to participate in gaming keynote and sponsor the retail element of activation area.**

27 September 2017: Leading licensed apparel and accessories merchandiser Bioworld International has been confirmed as a sponsor of the new Gaming Activation at Brand Licensing Europe (BLE) 2017.

The company's Head of Licensing, Richard Radford, will also take part in the gaming keynote panel - 'Gaming: Dispelling the Myths' – taking place at 12pm on Tuesday 10 October. He will appear alongside Sony Interactive Entertainment Europe's Mark Howsen, MCV editor Seth Barton, UKIE Chairman Stuart Dinsey and Ashley Maily, Vice President, Head of Global Licensing & Partnerships, Activision. The panel will be chaired by License Global group publisher Steven Ekstract.

Bioworld Merchandising is one of the most prolific entertainment licensees in the world and now with the UK office of Bioworld International, the global companies are partnered with the biggest brands in the gaming industry: Activision, Bethesda, Blizzard, Capcom, EA, Nintendo, PlayStation, Sega and Ubisoft.

A selection of the company's gaming licensed products will appear in the retail outlet of BLE's new Gaming Activation Area, a showcase and demonstration space designed to educate visitors on the journey of a video game IP from screen to store.

In the demonstration area, visitors will be able to get hands-on with leading gaming IP across all platforms and for all ages. Titles confirmed to date:

- Sony Interactive Entertainment Europe - Horizon Zero Dawn
- Capcom – Street Fighter
- Ubisoft - Assassin's Creed
- King - Candy Crush
- Activision - Call of Duty
- Blizzard – Overwatch
- Sega – Sonic Forces
- Rovio - Angry Birds Evolution
- Tinderbox - Halo

“It’s fantastic to have Bioworld International join us in the Gaming Activation Area. They are an exciting and successful entertainment licensee and we’re looking forward to seeing the innovative gaming product they will be displaying in the retail outlet,” said Anna Knight, brand director, BLE.

Brand Licensing Europe is the definitive event for the licensing industry in Europe and takes place from 10-12 October 2017 at Olympia London. Visitors can register for free tickets at [www.brandlicensing.eu/register](http://www.brandlicensing.eu/register).

Gaming exhibitors at BLE include: Sony Interactive Entertainment Europe, Ubisoft, Capcom, Sega, King, Activision Blizzard, Rovio, Pokémon, Tinderbox, Animal Jam, Level-5 Abby, Those Licensing People, SYBO Games, Striker Entertainment

Ends

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**About Brand Licensing Europe, part of UBM’s Global Licensing Group**

Brand Licensing Europe 2017 ([www.brandlicensing.eu](http://www.brandlicensing.eu)) takes place from 10 – 12th October 2017 at Olympia London. It is the only pan-European event dedicated to licensing and brand extension. Now in its 19th year, BLE 2017 will feature over 280 exhibitors showcasing over 2,500 brands, characters and images. A free educational programme runs alongside the show featuring advice and sector-specific sessions, workshops and panel discussions along with keynotes from industry trailblazers.

Brand Licensing Europe is owned by UBM and is sponsored by the international Licensing Industry Merchandisers' Association (LIMA). License Global is the official publication.

**About Global Licensing Group**

The Global Licensing Group at UBM is the global licensing industry’s leading tradeshow organizer and media partner. Its mission is to provide opportunities around the world to bring brands and products together to explore and cement licensing partnerships. The

following events and information products are produced for the licensing industry by the Global Licensing Group: Licensing Expo, Brand Licensing Europe, Licensing Expo Japan, Licensing Expo China, NYC Summit, License Global magazine, License Global Daily E-news and License TV.

#### **About UBM EMEA**

Brand Licensing Europe is organised by UBM plc. UBM is the largest pure-play B2B Events organiser in the world. Our 3,750+ people, based in more than 20 countries, serve more than 50 different sectors. Our deep knowledge and passion for these sectors allow us to create valuable experiences which enable our customers to succeed. Please visit [www.ubm.com](http://www.ubm.com) for the latest news and information about UBM.

#### **About Bioworld International:**

Bioworld International is a fully integrated part of Bioworld Merchandising Inc. Located in the United Kingdom, we service all of Western Europe and the surrounding territories. With an ever-increasing portfolio of marquee brand partners, which include Warner Bros., Activision & Microsoft, we are the industry leading retail and brand product solution across Europe. All European retailers can browse and purchase exclusive product on the wholesale webstore at [www.bioworldcorp.com](http://www.bioworldcorp.com).