

KOREA CHARACTER LICENSING FAIR 2025

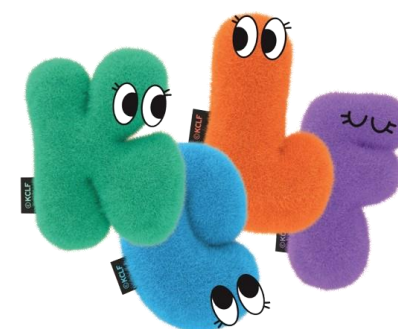
Information



Ministry of Culture, Sports
and Tourism

KOCCA
KOREA CREATIVE CONTENT AGENCY

coex



Event Introduction

About KCLF

Korea Character Licensing Fair 2025 is the largest character IP exhibition in Korea, celebrating its 24th edition this year. The event will take place from July 17 to 20 at COEX in Seoul.

Every year, the fair brings together over 230 domestic and international content companies, along with around 20,000 visitors and global buyers, creating vibrant new business opportunities centered around character IP. With the global rise of K-pop, K-dramas, and K-culture, Korea is quickly emerging as Asia's next hub for original character IPs.

Backed by a dynamic creative ecosystem and world-class storytelling capabilities, Korea is now positioned as a key player in developing globally resonant character brands.

KCLF aims to be at the forefront of this movement — serving as a vital platform where global creators, buyers, and brands can connect and grow together.

Overview

- Name of Event: KOREA CHARACTER LICENSING FAIR 2025
- Date: July 17(Thu)-20(Sun)
- Location: COEX (Samsung-Dong, Seoul) A & B1 Hall
- Exhibition time : 10:00 a.m.- 6:00 p.m.
- Host: Ministry of Culture, Sports and Tourism (MCST)
- Organizer: Korea Creative Content Agency (KOCCA), Coex
- Website : <https://characterfair.kr/>



Event Introduction

Themed Zones

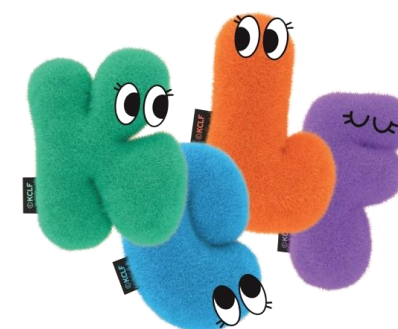


Business Programs

- Biz –matching Exhibitor and buyer's 1:1 consulting / contract space
- Networking party Casual networking and meeting space open to participants and buyers
- Consulting space Business consulting support for participants



Previous Show



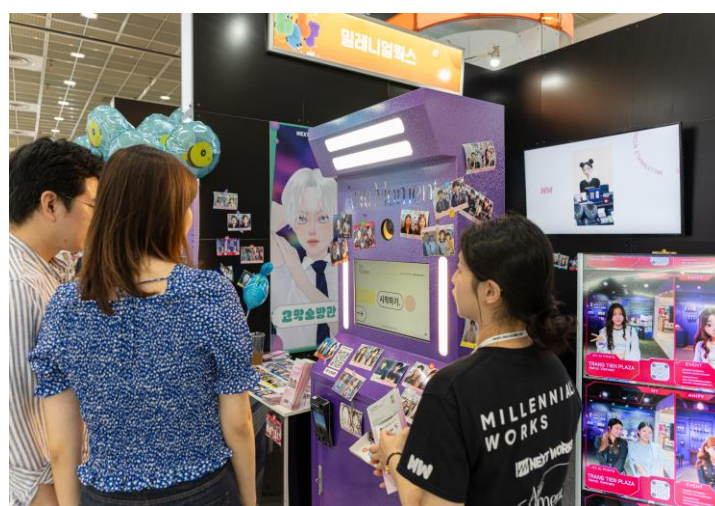
KCLF 2024 Results



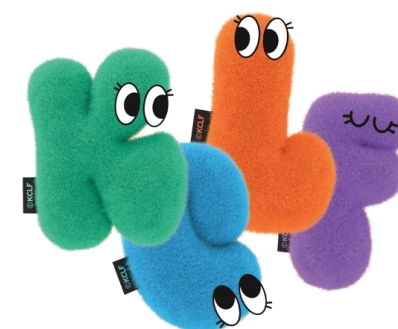
- Exhibitors : 264
- Booths : 724
- Buyers : 591
- Visitors : 29,947
- Biz-Matching : 594 meetings

Approximately USD 339 million worth of business consultations were conducted during the event.

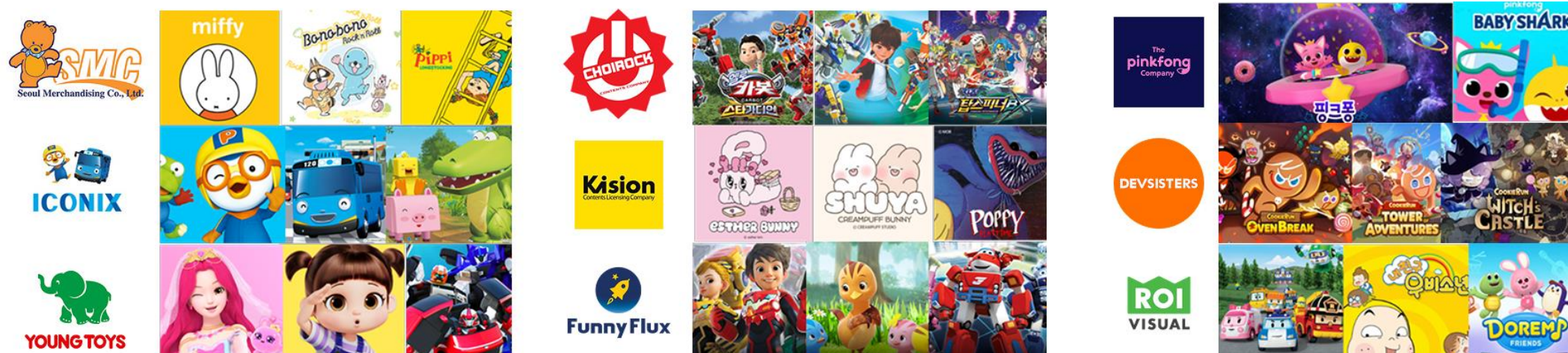
- Related Industry :
Animation, Advertisement, Import/Export, Manufacture, Mass media,
Food, Sales, Publishment, License and more



Previous Show



2024 Main Sellers



Main Buyers from Past Editions

Manufacturing / Distribution

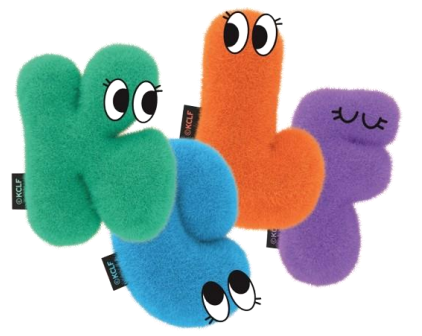
POPMART, Miniso, Hyundai Department Store, Lotte world, LIMA Group, MoshiMoshi, CJ Foodville, etc.

License

Sanrio, KaKao, Ponos coporation, Meglicense, Black White Orange Brands, Informa, Toyzeroplus Limited, Naver webtoon, etc.

Entertainment / Media

BBC Studios, HTV, CJ ENM, Mentari TV, Reesee Entertainment, Antares-tv, Warner Bros., etc.



History of KCLF

