



THE KAZACHOK GUIDE FOR 2012

Kazachok Forum, the international licensing rendezvous held annually in Paris will be held on April 11 and 12 next year, again at the Halle Fressinet.

This European event began nine years ago, initially largely devoted to French properties and rights. However, with its expansion over the years, it has now become more of a European event – in fact the 2011 event attracted visitors from eighteen different countries.

In an environment suited to networking, licensors will unveil their latest properties as well as their marketing strategies and property portfolios for the coming seasons. Business talks focus on French and pan-European deals since for the most part, exhibitors hold property rights for a number of territories.

In addition to the exhibition, over the course of the two days, visitors are able to attend conferences, screenings and seminars as well as a cocktail party at the close of the first day. The event will also include pitching sessions and, for the first time, a central display devoted to licensed products.



The cost of attending the event is 45 Euros for early-bird bookings and 90 Euros after that. The fee also includes access to the Kazachok Forum website which allows visitors to make appointments for exhibitor meetings, register for the pitching sessions and view a detailed catalog of what's on offer.

For further information, visit <http://forumlicence.kazachok.com>.



On a different note, Kazachok report that their annual Guide will no longer be published in printed format and will only be available online. As Nathalie Chouraqui explained, "When we first published the guide in 2002, it was only 200 pages. In 2011, the Guide ran to over 1000 pages and weighed close to 2 kilos. The webguide will be so much more user friendly. Thanks to intuitive search engines, visitors can find all the data they need, easily and quickly. The guide is also available in five different languages."

The online guide is currently running alongside the printed version but, from 2012, access will be purely online.