

NORDIC BRAND LICENSING MARKET

London October 8.-11.





**London in
October 2018.
Horrible weather.
Bright ideas.**

**Nordic Brand Licensing
Market presents the
hottest brands from
the Nordics.**
www.agma.fi/nblm2018



Dear Nordic Brand Licensing Market 2018's guest,

It is our pleasure to welcome you to our Nordic Brand Licensing Market 2018 event in London. AGMA, the Association for Agents and Managers in Creative Industries, has been working with brand licensing in the Nordics since 2012, when we organized the first international licensing conference in Helsinki. Since then we have held a yearly Lisenssi=Bisnes© seminar, taken part in LIMA events with a Finnish pavilion, organized training for brands and co-operated with different creative industry organizations in their fields to develop the ability to build businesses' licensing strategies. AGMA also has an active role in bringing together the Nordic licensing professionals and building a global network for them.

This year we decided to take NBLM to London during the Brand Licensing Europe week. The event is two-fold: on Oct 8th we hold a VIP event at the Finnish Ambassador's residence and on Oct 9-11th we take part in BLE in Olympia with a Nordic Brand Licensing Market booth. We bring you brands from the following industry areas:

- games
- animation
- kids' entertainment
- virtual reality content
- experience and events
- design and visual arts
- publishing
- music

We are delighted to have you as our guest in NBLM. Dig into the cool vibes of Nordic brands!

Find us in booth F120 at BLE.

www.agma.fi/nblm2018

Best regards,
Heikki Laaninen
Chairman of the board, AGMA

Kati Uusi-Rauva
CEO, AGMA





AIR GUITAR[®]™
WORLD CHAMPIONSHIPS

Air Guitar World Championships is an event concept of entertainment and showmanship, internationally protected trademark and a creative brand with unique niche appeal – for world peace with zero guitars. According to the ideology “wars would end, climate change stop and all bad things disappear, if all the people in the world played the Air Guitar.” Since 1996, the contest has gone worldwide with massive international press coverage, several official national championships as well as tons of devoted fans. In addition to live audience the event reaches millions of contacts via international media coverage every year.

<http://www.airguitarworldchampionships.com/>



We work to make language learning fun and inspirational. We publish books, games, films, music and teaching materials to improve children's language development. Although children who need a little extra support in their language development can make particular use of our products, they are designed to be enjoyed by all, as they are fun and stimulating for everyone. Babblarna have become a big favourite with the little ones –both in the home environment and in Swedish pre-schools.

Topping charts on Spotify, YouTube, iTunes and recipients of Kristallen, the prestigious Swedish Television Award.

Babblarna are a totally Swedish concept, from Hatten Education.

<http://babblarna.se/>

© CupOfTherapy



© CupOfTherapy

instagram: @cupoftherapy
facebook: CupOfTherapy

CupOfTherapy is a concept which sprang up in May 2017. It introduces the world of distinctive, easily approachable animal figures through illustrations and design products supporting well-being and mental health. CupOfTherapy depicts life's big and small problem points in a gentle way. It brings up difficult, sensitive topics and situations offering people a way to relate to these universally shared, even challenging themes.

The CupOfTherapy world was created by psychotherapy professionals Antti Ervasti and Elina Rehmonen together with awarded and internationally recognised artist Matti Pikkujämsä. Since June 2018 CupOfTherapy has been co-operating with MUJI.

<https://cupoftherapy.net/>

THE DIBIDOGS

THE DIBIDOGS

No dream is too big!

www.dibidogs.com



SPOTLIGHT ON
FINLAND

Dibidogs is the world's leading environmentally responsible children's TV series. Created and developed in Finland – ranked the entire world's happiest country in 2018 by the United Nations – it aims to make the world a little better, one episode at a time.

Dibidogs features educational content in a format that makes it easy to learn. The globally famous principles of Finnish educational and pedagogic systems are presented in an entertaining and captivating way to inspire children's learning.

During its inaugural season, Dibidogs reached an audience of 50 million. This season, there is no doubt about Dibidogs' ability to go significantly further. The new season will be launched in summer 2019.

<https://www.dibidogs.com/>



MOMOLU AND FRIENDS



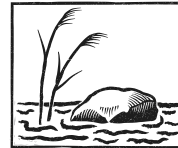
Ferly

Ferly is an entertainment company specializing in storytelling through TV, film, apps, publishing and licensing. Momolu is one of Ferly's key properties in all categories within licensing.

For Momolu, Ferly produces short-form animated content to go viral through digital channels and long-form series to distribute through broadcasters. The Momolu world combines cute aesthetics with strong Nordic design and values.

The world created by the Finnish designer Leena Fredriksson includes stories, commercial products, collectibles, and more! It's also a perfect fit for animation and kids' apps.

<http://www.ferlyco.com/>



HARUWORKS

Haruworks was founded in 2018 by Nick Dorra, Rovio Entertainment's ex-Head of Animation, with the mission to create positive social and behavioural change through highest quality children's content.

Currently we are hard at work on a slate of four animation properties, targeting different international audiences with each project. We are looking for partners who share our mission, to join us in bringing these brands to life!

Our advisory board includes industry veterans Fred Seibert (CEO, Frederator Networks), Nick Gawne (COO, eOne), Simon Flamank (Partner, Original Talent) and Tom van Waveren (CEO, CAKE Entertainment).

<http://www.haruworks.com/>



HILLA

ENTERTAINMENT

HILLA Entertainment develops, produces and licenses fun event formats that combine traditional sports and esports.

Football Triathlon World Championships™ tournament combines traditional sports and esports around the most popular sport in the world! Teams compete against each other in traditional football, table football and virtual football.

The best teams from the national championships win a ticket to the annual international final tournament and get an opportunity to represent their own club and country.

Football Triathlon is an event format that brings you an entertaining way to engage fans in the rapidly growing football and esports markets.

<https://www.hillaentertainment.fi/>



KREAM Helsinki is a team of multi-skilled group of professionals, working as managers and agents for brand cultivation. We provide various services related to licensing and brand building. We are interested in potential licensors for our current portfolio brands but also constantly looking for new interesting brands to represent in Finland / Nordics.

Lucky Laika is one of the brands represented by KREAM Helsinki. Lucky Laika offers cute, funny and beautiful illustrations, which have been used for making stationery, interior products, games, books, accessories, jewelry and cosmetics. Lucky Laika artwork gives added value to products and makes them even more enticing.

<http://www.kreamhelsinki.fi/>





Mimmit is an unique Finnish children´s brand full of music, edutainment and folk tales. Backed by outstanding music and a distinct art style, Mimmit promote an interest in other cultures with a heavy emphasis on teaching environmental and social concern in young kids. The Mimmit brand includes books, CDs, animations, live action TV-shows, live concerts and textile collections. Mimmit animations are sold to 40 countries. Explore the world and discover new sounds with Mimmit!

<https://mimmit.com/>



Napa Agency is the leading illustration and art licensing agency in Finland. Our roster includes 21 front-line artists and brands. Napa's range of designs is fresh and very unique - with a Nordic touch! We've been in business since 2007, working with brands like Finlayson, caseable, Finnish National Gallery and Red Nose Day Finland. Our latest collaboration is done with a Finnish design agency Bravo, producing plywood design items with our beautiful patterns. We're looking for partners to expand in your market area!

<https://napa-agency.fi/>



pyjama

Planet Z is a kids TV series based on the acclaimed comics of Maria Björklund. In Planet Z the diverse creatures of a bizarre planet face the everyday challenges of getting along with each other. Each of its episodes introduces new cute yet savage creatures - like National Geographic acted out on a strange planet! The stories explore the themes of diversity and tolerance from different point of views, with a light-hearted tone and with endless flow of visual gags. The show is produced by Pyjama Films, a Finland-based animation studio that focuses on artistically ambitious projects with strong stories, unique visuals and playful styles.

<https://pyjama.fi/>



ZOAN

Zoan specializes in Virtual Reality and Augmented Reality. We tell stories, create powerful experiences and environments for marketing, travel and education using real time 3D. Our clients include e.g. Moomin Characters, Varjo and The National Museum of Finland.

<http://zoan.io/>

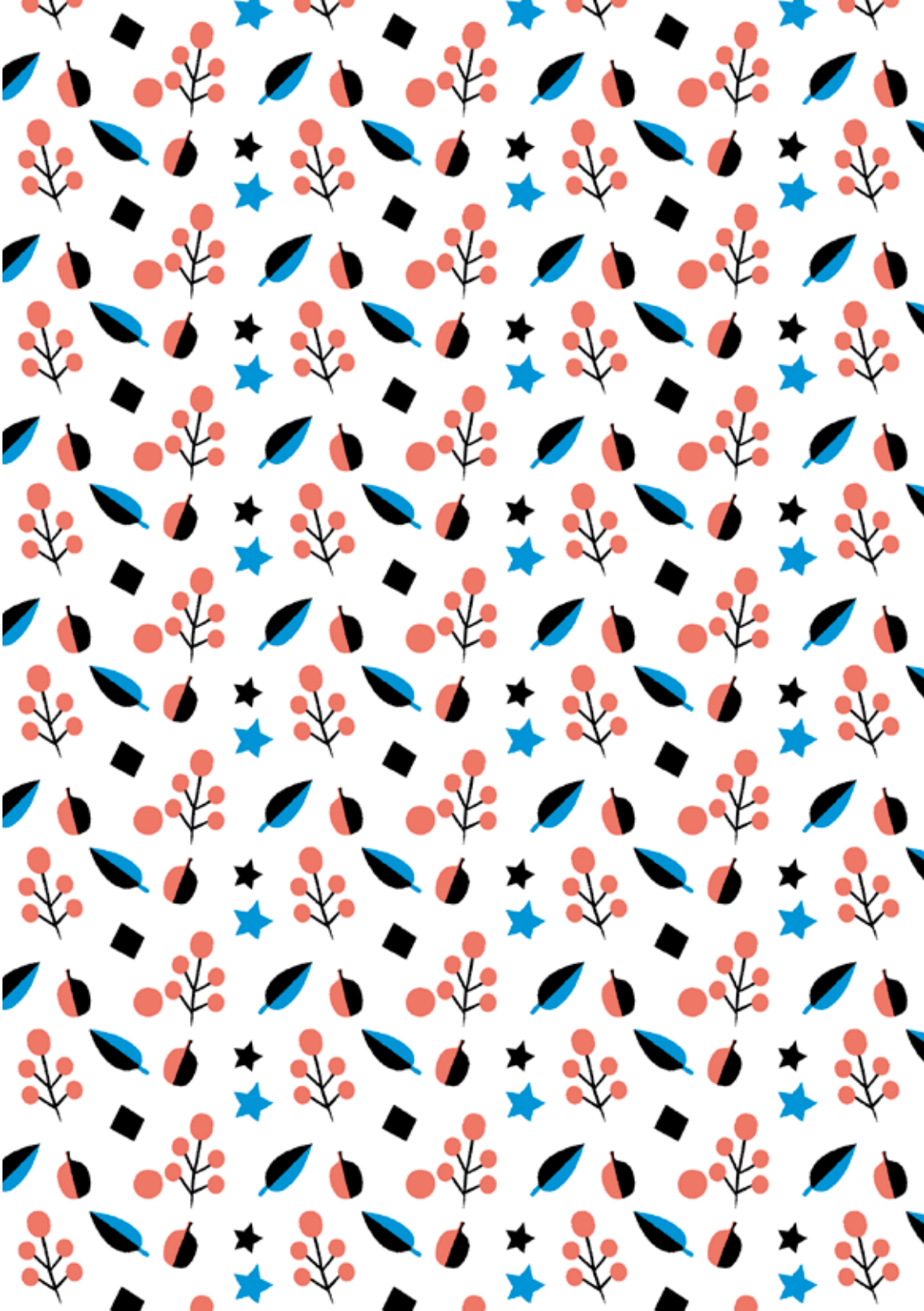


LicenseUp
More business with immaterial rights



Leverage from
the EU
2014–2020

**Ministry of Education
and Culture, Finland**





AGMA, the Association of Agents and Managers in Creative Industries of Finland, represents agencies and managers working in all creative industries such as design and graphics, publishing, photography, performing arts, music, games and media. AGMA organizes events and training, acts as a spokesperson of its members and participates actively in creative industry business development on a national and international level.

AGMA was founded in 2009 and is a member of LIMA, The International Licensing Industry Merchandisers' Association.

www.agma.fi

