



LIMA Canada Holiday Event Combines Education & Networking for Canadian Licensing Professionals

TORONTO, ONTARIO, CANADA, December 6, 2016 /EINPresswire.com/ -- [LIMA](#) Canada will host an evening of education and networking at its first [LIMA Canada](#) Holiday Event on December 8 at Corus Entertainment in Toronto. Topics and speakers at the event include:

- “The Role of the Retail Council of Canada” – Diane Brisebois, President & CEO, Retail Council of Canada
- “The World of Sports Licensing: What Makes It Work” – Dan MacKenzie, Vice-President and Managing Director, NBA Canada
- “Licensing in the Fashion World: Building Brand Image and Maximizing Potential” – Joe Mimran, Founder, Joe Fresh, Club Monaco, Alfred Sung, Caban and Dragon on CBC’S Dragon’s Den
- “Nelvana and the Role of Licensing in the Entertainment Industry” – Pam Westman, Head of Nelvana Enterprises

A panel of licensees led by Martin Brochstein, LIMA’s Senior Vice President of Industry Relations & Information, will discuss “Compelling Reasons for a Licensee to Take On a License.” Networking and refreshments in the rooftop event space at Corus Entertainment will round out the evening.

“LIMA is excited to provide Canadian licensing professionals with another occasion to gather for valuable educational and networking opportunities,” said LIMA President Charles Riotto. “It is a fitting end to 2016 – the year in which we formed LIMA Canada – that we would be able to produce another event that works toward our goal of unifying the Canadian market.”

Added Andrew Menceles, Director, LIMA Canada: “As the global association of the licensing industry, LIMA brings its reputation and expertise to every aspect of the licensing industry. We are looking forward to more opportunities like the Holiday Event in the coming year that will help strengthen the Canadian licensing community and build the support of all businesses and professions involved in licensing in Canada.”

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About LIMA

LIMA - the International Licensing Industry Merchandisers’ Association - is the leading trade organization for the global licensing industry. Founded in 1985, LIMA’s mission is to foster the growth and expansion of licensing around the world and create greater awareness of the benefits of licensing to the business community at large. Members in over 35 countries enjoy access to an array of benefits, including LIMANET – licensing’s interactive, global directory – extensive educational programming, and worldwide networking events. LIMA is the exclusive sponsor of Licensing Expo, in addition to shows in London, Hong Kong and Shanghai. Visit www.licensing.org for more information.

About LIMA Canada

Canada is the fifth largest market for trademark licensing in the world, according to data from the 2016 Annual LIMA Global Licensing Survey. To keep pace with this growing market, LIMA

established LIMA Canada to provide targeted education and establish a network of licensing professionals for a closely knit Canadian licensing community. Visit www.licensing.org/Canada for more information.

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