

PROGRAMME

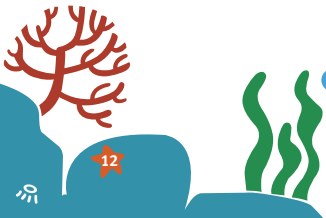
Monday 27 April

Arrival of participants at Lotte Hotel Jeju

- 16:00 – 17:30 Olle Road Tour (Networking programme)
- 18:30 Dinner in Lotte Jeju Hotel
- 18:30 – 20:30 Welcome words and Welcome Dinner
Brief Introduction of Newcomers by Christophe Erbes and Harry Yoon

Tuesday 28 April

- 9:00 – 10:40 Networking through one-to-one Meetings
4 meetings of 25 minutes each
- 10:40 – 11:00 Coffee break
- 11:00 – 12:00 Networking through one-to-one meetings
3 meetings of 20 minutes each
- 12:00 – 13:30 Lunch
- 13:30 – 14:00 Opening Words
Speakers Seong-Soo Kim (KOTRA – South Korea)
Yolanda Alonso (CARTOON – Belgium)
Ki-sung Bang (Governor of Jeju – South Korea)
- 14:00 – 14:40 Market Tendencies and Entering Strategies of Emerging Countries' -
Animation and Media Markets
Speakers Vladimir Nabatov (Project First – Russia)
Hoa Nguyen Thi Kim (VTV7 – Vietnam)
Mee Eng Yang (MDeC – Malaysia)
Moderator Harry Yoon
- 14:40 – 15:10 The Strategy of Commercializing Multi-channel Platforms Using Animation Characters
in Theme Parks, Musicals for Kids, and Others
Speakers Mi-Kyeong Jung (ICONIX – South Korea)
Soon-Hwak Kwon (SAMG Animation – South Korea)
Moderator Hong-Ki Kim
- 15:10 – 15:30 Coffee Break



○ 15:30 – 16:20 Media Trends in Broadcasting, Purchasing Strategies in Europe and Asia

Speakers Lucile Canault (France Télévisions – France)
Chang-Kyu Choi (MBC – South Korea)
Kaneearch Dandumrongsuk (BEC TERO – Thailand)
Tongpusnoe Isrest (Nation Edutainment – Thailand)
Dong-Ryol Kim (EBS – South Korea)

Moderators Harry Yoon and Christophe Erbes

○ 16:40 – 21:00 Short sightseeing and Networking Dinner

○ 16:40 – Departure by bus to Restaurant

Wednesday 29 April

○ 9:00 – 10:40 Networking through one-to-one Meetings

4 meetings of 25 minutes each

○ 10:40 – 11:00 Coffee break

○ 11:00 – 12:40 Networking through one-to-one meetings

4 meetings of 25 minutes each

○ 12:40 – 14:00 Lunch

○ 14:00 – 15:40 Networking through one-to-one Meetings

4 meetings of 25 minutes each

○ 15:40 – 16:00 Coffee break

○ 16:00 – 17:40 Networking through one-to-one Meetings

4 meetings of 25 minutes each

○ 18:30 – 20:30 Farewell Dinner and Cartoon Connection Awards

Thursday 30 April

End of Cartoon Connection and departure of participants

