



Australian Government



TRAVEL REPORT

Korea: Animation Forum 2012 China: World Mountain Documentary Festival Malaysia: Industry meetings

Seoul, Republic of Korea, 17–18 July 2012

**Chengdu and Xining, China, 27–29 July
2012**

**Kuala Lumpur, Malaysia, 31 July - 1 August
2012**

**Report by Chris Oliver, Senior Manager, State and Industry
Partnerships**

KOREA

Chris Oliver, Senior Manager, State and Industry Partnerships, was invited to attend and present at the **Animation Forum 2012**, which is part of the **Seoul Character and Licensing Fair**, July 17–18 at COEX in Seoul.

Some 200 Korean animation producers, broadcaster representatives and approximately 15 international guests attended the first day of the Animation Forum. The second day provided an opportunity for attendees to network, meet producers and sales agents.

A schedule of the two-day event – including speakers – is attached, which included presentations from China, Japan, Malaysia, Singapore, Indonesia, Australia and Korea. A particularly interesting presentation was the case study of the first children's animation co-production between Korea and Malaysia, *Boing*. The 26 x 11-min series has a budget of US\$2.72m and involves government agencies from both countries plus broadcaster commitment. The producers are Mr Eugene Kang (President, Synergy Media Inc Korea) and Ms Juhaidah Joemin (Managing Director, Giggle Garage).

The Korean animation industry remains strong – assisted with targeted support from Korea Creative Content Agency (KOCCA) – for development, project funding and support of businesses. The Korean Film Council (KOFIC) also provide support including P&A support for animations. The business

support includes attendance at markets and support of production companies – some are diversifying into a sales agency role. Korean animation sells particularly well into Asian markets such as the Philippines and Taiwan.

Meetings were held with a number of production companies to gain a sense of the extent of their operations. Of particular interest was a company called Pumpkin, which has an animation studio, solid output with a sales arm and excellent contacts with European sales companies and broadcasters.

While in Korea there was an opportunity to meet with government agency KOCCA, Korean broadcasters and producers.

- **KOCCA meeting.** Met with Mr Lee Choon Keun, General Director of the Creative Industry Promotion Division and Mr Yoon Ho Jin, Team Director of the Policy Research Division, to discuss potential opportunities between our two countries in the future.

Broadcaster meetings

- **KBS (Korean Broadcasting System).** Met with KBS management including Mr Kim Duk Ki, Executive Director Board of Governors, Mr Shim Kwangheum, Senior Acquisitions Manager, Programming and Planning, Mr Lee Eun-Soo, Executive Director, Culture and Information Department, Head of International Relations (including Mr Kenny Kihyung Bae, in charge of ABU Seoul 2012), and Mr Lee Gun Hyub, Senior Producer, Documentary Department. KBS believe documentary and also children's programming will provide opportunities for co-ventures with Australian producers.

The documentary commissioning editor Mr Lee Eun-Soo, Executive Director, Culture and Information Department, believes there are excellent opportunities for documentary production between Korea and Australia. Mr Lee Eun-Soo heads the commissioning of documentary with international partners. They are interested in Wildlife, Business, Science and Social Documentary.

The International Department at KBS is hosting a UN Forum dealing with gender issues in October 2012. KBS are intending to invite an Australian documentary filmmaker to the event. The funding of a documentary producer's travel and accommodation is being provided by the Australia Korea Foundation and KBS.

- **EBS (Educational Broadcasting System).** While EBS are much smaller than KBS they do have the potential for co-production. Mr Gunny Hyoung, Docu-Prime, Chief Producer, believes there are opportunities for documentary production between our two countries.
- **MBC (Munhwa Broadcasting Corporation).** Met with MBC producer Ms Lee Ju Hyun from the Drama Department.

Other meetings

- **Australian Embassy – Australia-Korea Foundation.** Met with Mr Brendan Berne (Deputy Head of Mission) and Ms Jinny Lee (Director, Korea, Australia-Korea Foundation).
- Meetings were also held with Assistant Director Mr Chris Tan from **MDA Singapore**. MDA are keen for future productions to occur between our two countries in a variety of production genres – features, kids' TV, drama, documentary.

- **Castle Productions, Indonesia – Mr Ardian Elkana, Chairman.** This is a prolific and prominent producer and production house in Jakarta. Mr Elkana will be attending the Asian Animation Summit in Kuala Lumpur, December 2012.
- **MDeC (Multimedia Development Corporation) Malaysia and Malaysian producers.** Met with both MDeC managers – Ms Yang Mee Eng and Mr Rafayadi Abd Rahman, and Malaysian producers including Ms Juhadah Joemin (Giggle Garage). MDeC are hosting the Asian Animation Summit in Kuala Lumpur.

CHINA

Chris Oliver was invited to China to judge the **World Mountain Documentary Festival** in Chengdu and Xining. This also presented an opportunity to meet with government officials, China TV Artists Association and broadcasters to further discussions about future collaboration between Australia and China.

World Mountain Documentary Festival

International judges at the festival included Mr Franz Fuchs, Commissioning Editor Natural History and Science ORF Austria, Mr Thomas Disch, Head of Programming Cologne Conference and Festival, Ms Sevinc Yesiltas, Producer TRT (government broadcaster) Turkey, and Mr Gunny Hyoung, EBS Korea – Docu-Prime, Chief Producer. Chinese jurors included Mr Liu Wen, Managing Director of CCTV9, Mr Wu Jianning, Director Documentary Department. Nanjing Broadcasting Corporation, Mr Liu Jingqi, Executive Vice Chairman of the Documentary Committee of China TV Artists Association, Mr Hong Xiaojun, President Beijing Zhong Shi Tai Film & TV Co. Ltd (Documentary Distribution), and Mr Lin Jiemou, Vice President of Guanghxi Television.

The judging of the festival was held over three days (including a weekend) in Chengdu. Following the judging, the festival was held in Delingha – a 4 to 6 hour bus ride from Xining – at an altitude of 4,000 metres. The festival included a one-day forum including an extensive session on production of Natural History documentaries in China – focusing on Southern China. The awards for the festival were broadcast over the Qinghai Province on CCTV. Discussions were held with CCTV9 and Beijing Television about future collaboration between Australia and China.

Meetings were also held with China TV Artists Association and State Administration of Radio, Film and Television (SARFT) – regular government to government agency meetings with China is important. Contact and knowledge of approval processes for projects at broadcaster and government level assists producers when they are mounting productions with broadcasters in China.

MALAYSIA

Meetings were held with FINAS (National Film Development Corporation, who amongst other things handle documentary and treaty negotiations), MDeC, broadcaster ASTRO and the Australian Embassy.

- **FINAS.** Executive Director Mr Naguib Razak. naguibrazak@gmail.com . Mr Naguib attended last year's AIDC along with two producers and he is eager to attend again with producers and broadcasters. FINAS are keen to progress the co-production treaty with Australia.
- **MDeC.** Mr Rafayadi Abd Rahman and Ms Judith Cynthia Alered. MDeC are the host organisation in Malaysia for the Asian Animation Summit.
- **ASTRO.** Meetings were held with former Director Head of Production (Dr Rajamani) and Mr Sivakumar Subramaniam (Head of Content Creation). Dr Rajamani supports the opportunity of collaboration with Australian producers – particularly feature film, children's programs and documentary (particularly half-hour series).

We look forward to further Australian producer, broadcaster and agency meetings with the Asian region at the Asian Animation Summit in Kuala Lumpur, 10–11 December 2012. The summit should result in further development and productions between Asia and Australia.

Chris Oliver, August 2012

Schedule (Conference Center No.308)

Time	Session	Program
12:00~13:30	Registration	Registration
13:30~14:00	Keynote speech	Importance of Asia Animation market and perspective of SMG Toonmax Yang Wenyan - Board Member, President, Shanghai Toonmax
14:00~15:00	Strategic Approach Seminar	Development status of Chinese Animation Industry and Trend Wang Ing - CEO, CCTV Animation Co.,Ltd. Successful strategies of Toei Animation for overseas expansion Kinoshita Hiroyuki - Director, Doei Animation
15:00~15:15		Coffee Break
15:15~16:00	Presenting cases of Co-Production	Case presentation of Korea-Malaysia co-production. Eugene Kang - President of Synergy Media Inc, Korea Juhaida Joemin - Managing Director, Gigglegarage
16:00~16:15		Coffee Break
16:15~17:45	Asia-Pacific Policy Forum	Funding for Animation: landscape of Malaysia Yang Mee Eng - Senior Executive, MdeC: Multimedia Development Corporation MDA's grant scheme for the media industry Chris Tan - Director, MDA: Media Development Authority Capitalizing on Indonesia's competitive advantages to build Ardian Elkana - Chairman, Castle Production Jakarta Australian Government support for the Animation industry Chris Oliver - Senior Manager, Screen Australia Policy & Support Project for Korean Animation Industry Yoon, Ho Jin - Policy Research Division / Team Leader, Korea Creative Content Agency



Seoul Character & Licensing Fair 2012

서울캐릭터· 라이선싱 페어 2012



Events of the Seoul Character & Licensing Fair 2012

Opening Ceremony

Date: 10:00AM, July 18th(Wed), 2012

Venue: Event Stage at Hall B

TOP Biz-Matching

Date: July 18th(Wed) - July 22nd (Sun), 2012

Venue: Business Zone at Hall A

Contents: 1:1 Business meetings with invited buyers and participating exhibitors.

Animation Forum 2012

Date: July 17th (Tue)

Venue: Coex Conference Center, Room 308

Purpose

- Co-production of animation among countries and support of cooperative exchange investment within the area
- Inducement for the investment of production cost and co-production of high-quality Korean animation

Subject: Animation producers, distributors, channel etc. around 100 participants

(13 countries in total: Republic of Korea, China, Taiwan, Hong Kong, Japan, Malaysia, Thailand, Philippines, Singapore, Indonesia, Australia, Netherlands, France)

Classification	7.17(Tue)	7.18(Wed)
	Conference Center, Room 308	Business zone, Hall A, 1st Floor
12:30 ~ 13:30	Registration	1:1 Biz-Matching
13:30 ~ 14:00	Keynote Speech	
14:00 ~ 15:00	Strategic Approach Seminar	
15:00 ~ 15:10	Break	
15:10 ~ 16:10	Presenting cases of co-production	
16:10 ~ 16:30	Break	Networking Party (Affiliated with Seoul Character & Licensing Fair)
16:30 ~ 17:40	Asia-Pacific Policy Forum	
18:30	Welcome Reception	

Program Description

Program	Description
Project Pitching	On-the-spot pitching of high-quality Asian animation projects that has received pre-recommendations of main animation-specialized organizations of Asia (Around 18) * For each project ① Pitching (Around 10 mins), ② Q&A (5 mins)
Business Workshop	Both Korean and foreign leaders in the animation industry will be invited so that they can share their business experience and know-hows and so that they can discuss about the future of the animation industry.
Special Event	① Pitching Clinic, ② Financing, ③ Co-production, ④ Licensing ⑤ Meet the Experts Welcoming reception, networking party, tours for overseas participants