

Guidelines for the ASEAN-Korea Contents Matchmaking Program

To expand ASEAN-Korea cooperation in the animation and contents industry, the ASEAN-Korea Centre (AKC) and Seoul Business Agency (SBA) will organize the 'ASEAN-Korea Contents Matchmaking Program,' in conjunction with SPP2021.

* The program will be a valuable platform that connects ASEAN contents companies with global content sector, as it will provide business meeting and exhibition opportunities with contents companies from Korea, China, Europe, US etc during this COVID-19 crisis. We highly encourage companies to register early so that they can be matched with diverse companies from worldwide.

A. Date

- 12 - 31 July, 2021

B. Categories

- Animation
- Character
- Cartoon
- Webtoon
- Contents

C. Applicant Eligibility

- Companies in the animation /character/ cartoon/ and other contents sectors
- Buyers interested in buying IP or having business meetings with companies who own their own IP (companies interested in co-production and outsourcing :buyers)
- Sellers (IP holders) wishing to present their own IP and have business meetings with other companies in the sector

※Companies may register as **both buyers and sellers at the same time**

※Sellers who wish to upload their contents on the website (online exhibition booth for ASEAN) to exhibit their company's contents, please send the contents to aseancontentsshowcasing@gmail.com by 21 June 2021.

F. Application Method

- Refer to the application guidelines (for buyers/sellers)

- Visit SSP 2021 website (<https://ssp.kr>) to register

※Further information on the application guidelines may be updated on website

G. Submission Period (Registration process)

- Registration: Available from 9 June 2021

※Registration for Pre-arranged Business Matching period: 21 June – 2 July 2021

*you may still sign up for business meetings after this period as well.

H. Business Meetings

- Date: 12 - 31 July, 2021

L. Information Inquiry

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