

ASEAN-Korea Contents Matchmaking Program (in conjunction with SPP)

12-31 July, (online)

I. BACKGROUND

The on-line contents industry in Southeast Asia is relatively young, but has been showing steady growth since the early 2000s. According to the 2018 Southeast Asia Animation Report published by Malaysia Digital Economy Corporation, the majority of animation companies (57%) in ASEAN have only been established in the last decade. With a large young workforce, both competitive and tech savvy, the region today has evolved into the go-to region for animation outsourcing. The increase in number of outsourcing projects awarded to this region has also led to the growth, though still quite limited, in the development of local original content. For further expansion of the industry to include development of local brands, the animation industry ecosystem in ASEAN needs to be nurtured with technical assistance and bold investments.

ASEAN is also a growing consumer market for foreign animation and on-line content. The region's high preference for K-pop and K-drama has also led to increased demand in Korean animation productions and digital content. This is another reason why Korea and ASEAN have great potential for cooperation in this area. As Korea's own contents industry develops, there will be an increasing need to reach out to ASEAN for various reasons such as distribution, investment, and outsourcing.

In this regard, the ASEAN-Korea Centre, with Seoul Business Agency, will hold the *ASEAN-Korea Contents Matchmaking Program*, where animation producers, distributors, and investors from ASEAN and Korea will gather to seek new partnership. The program will be hosted in conjunction with the "Seoul Promotion Plan," one of the biggest program in Korea that offers the largest and specialized contents marketplace for cartoon, animation, and character licensing industries . The program will consist of 1:1 business meetings, workshop, and showcase, where contents companies from ASEAN member states will have the opportunities to meet new business partners from Korean contents sector and gain deeper knowledge related to Korean contents market.

OBJECTIVES

- To provide knowledge on Korean contents market to ASEAN contents companies
- To provide new business opportunities to ASEAN companies in the contents sector
- To expose and promote ASEAN contents in the Korean market
- To provide platform to ASEAN and Korean contents companies to seek new business partners during COVID-19 pandemic

II. EXPECTED OUTCOMES

- Better knowledge on Korean and ASEAN's contents market trend

- New business opportunities in contents sector between ASEAN and Korea

III. PROGRAM OUTLINE

1. DATE AND VENUE(FORMAT)

- Date: 12-31 July, 2021
- Venue: Online Platform & Seoul Partners House (Offline meeting booths)

2. COOPERATING/SUPPORTING ORGANIZATIONS

- Seoul Business Agency (SBA)

3. PARTICIPANTS (TARGETS)

- ASEAN contents companies from 10 AMS

4. PROGRAM ACTIVITIES

- Online business meetings
- Online showcase
- Workshop

5. CONTACTS

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