

AGENDA OVERVIEW

1st OCT TUESDAY	2nd OCT WEDNESDAY	3rd OCT THURSDAY	4th OCT FRIDAY
Elevator Pitch			
Warner Bros. Discovery W/shop			
Business Xchange Meetings			
	Conference & Exhibition		
	SEA Kre8tif! Awards		
			MAFF Screening (by invitation)

CONFERENCE OVERVIEW

	9.15 AM	9.45 AM	10.45 AM	11.15 AM	12.15 PM	1.15 PM	BREAK	2.15 PM	2.45 PM	3.15 PM	3.45 PM	4.15 PM	4.45 PM	5.15 PM
Day 1 2 OCT		Kim Leow - PIXAR					B							
			Yasushi Tomaya - Brand Management Partner											
			Don Anderson – Kaddadle (moderator) Jessie Tan – Shin Associates Ben Lee – Pustaka Sri Dunia Elvis Chew – Anima Vitae				R							
				Izal Azlee – AirAsia Brand Co. Simon Barnett - Moonbug				E						
									Tom Hartley – HASBRO					
								A		Leon Tan - Astro Studios SDN.BHD				
Day 2 3 OCT	OPENING CEREMONY						K	Dominique Bourse – Cyber Studio Groups						
									Agnes Augustin – Shaw Rocket Fund Justin Bannister – JUST B					
											Sing Choong – Tin Town Studio Alvin Chiang – Vitally AI			

CONFERENCE OVERVIEW

2 OCTOBER 2024 – DAY 1

9.45am – 10.45am

KIM LEOW **PIXAR**

Animating From The Inside-Out

10.45am – 11.15am

YASUSHI TOMAYA Brand management partner
Global Influences and Cultural Integration: The Unique Landscape of Japan's Character Licensing.

11.15am – 12.15pm

JESSIE TAN , Shin associates
BEN LEE , Pustaka Sri Dunia
ELVIS CHEW , Anima Vitae
DON ANDERSON , Kaddadle (Moderator)

Maximizing Value: The Importance of Character Licensing

12.15pm – 1.15pm

IZAL AZLEE , AirAsia Brand Co.
SIMON BARNETT , Moonbug

Brand, IP and Partnerships with AirAsia Brand Co. and Moonbug

1.15pm - 2.15pm BREAK

2.15pm – 3.15pm

TOM HARTLEY **HASBRO**

Building Global Animated Brands in the Digital Age.

3.15pm – 4.15pm

LEON TAN **ASTRO STUDIOS**

Building Global Animated Brands in the Digital Age.

3.15pm – 4.15pm

AGNES AUGISTIN Shaw Rocket Fund
JUSTIN BANNISTER **JUST B**

Unlocking Global Opportunities: Partnering and Financing for Animation Ips.

4.15pm – 5.15pm

SING CHOONG Tin Town Studio
ALVIN CHIANG **Vitaly AI**

Riding on Generative AI: from Ideation to Production.

3 OCTOBER 2024 – DAY 2

9.15am – 12.00pm OPENING CEREMONY

1.15pm - 2.15pm BREAK

2.15pm – 3.15pm

DOMINIC BOURSE **Cyber Group Studios**

Navigating the Stormy Seas of the Global Animation Industry: Charting a Course Toward Success!

2 OCT
WEDNESDAY

1

9.45am – 10.45am



KIM LEOW

PIXAR

Animating From The Inside-Out

Meet Kim Leow , a Malaysian artist at Pixar Animation Studios. She has a decade and a half years of experience as an animator, having contributed to animated films such as The Lego Movie 2, Hotel Transylvania 4, Over The Moon, Spirit Untamed, Wish Dragon ' The Addams Family' Elemental and the latest Inside Out 2.

2

10.45am – 11.15am



YASUSHI TOMAYA

Brand Management Partner

Global Influences and Cultural Integration: The Unique Landscape of Japan's Character Licensing.

Japan's character licensing industry is unique, deeply intertwined with its rich culture of anime, manga, and video games. Unlike in the U.S., where character licensing is dominated by large-scale global franchises like Disney and Marvel, Japan's market is characterized by a high volume of niche, culturally integrated licensing deals. Japanese characters like Hello Kitty are cultural icons.

Want to know more? Sanrio Fr East will be sharing this at the Kre8tif! 2024

2 OCT
WEDNESDAY

3

11.15am – 12.15pm



JESSIE TAN

Shin Associates



BEN LEE

*Pustaka Sri
Dunia*



ELVIS CHEW

Anima Vitae



DON ANDERSON

*Kaddadle
(moderator)*

Maximizing Value: The Importance of Character Licensing

Character licensing drives revenue through product sales and royalties, expands brand reach, and meets consumer demand for character-themed products. It protects intellectual property, ensuring consistent portrayal, and elevates characters to global cultural icons. Meet the experts on this panel to learn more on their expansion of brands.

2 OCT
WEDNESDAY

4

12.15pm – 1.15pm



IZAL AZLEE

AirAsia Brand Co.



SIMON BARNETT

Moonbug

Brand, IP and Partnerships with AirAsia Brand Co. and Moonbug

Worlds collide as AirAsia teams up with Moonbug Entertainment, the company behind the popular children's YouTube channel Cocomelon. Find out how AirAsia Brand Co. navigates the world of branded content and IP, and how Moonbug helps to realize the character entertainment ambitions of brands all over the world in this collaborative session.

Disclaimer – subject to change

2 OCT
WEDNESDAY

6

2.15pm – 3.15pm



TOM HARTLEY

HASBRO

Building Global Animated Brands in the Digital Age.

With the media landscape in a constant state of flux, there have never been so many opportunities and challenges to reach and engage audiences. Join Tom Hartley, Hasbro's VP of Digital Content for a discussion on how Hasbro is approaching content and building brands that resonate across the globe in this new context.

7

3.15pm – 4.15pm



LEON TAN

ASTRO STUDIOS

Brave New World: The XR Production Experience.

Astro Studios share the triumphs and trials of its on-going XR journey. We explore the impact of XR from pre- to post-production, and the future of virtual production across the Malaysian and Asian content creation landscape.

3 OCT
WEDNESDAY

5

2.15pm – 3.15pm



DOMINIQUE BOURSE

Cyber Group Studio

Navigating the Stormy Seas of the Global Animation Industry: Charting a Course Toward Success!

The animation industry has been significantly disrupted since the 2020 pandemic, leading to a massive process of "creative destruction" that most observers consider a significant crisis. While today's volatile industry landscape is challenging for most animation companies, players who are resilient, adaptable, and proactive in responding to these changes are more likely to not only survive, but thrive in the wake of the turmoil. Embracing disruption can be a catalyst for innovation. The analysis we will present aims to encourage creative and agile players to become future leaders in the next phase of the animation industry.

3 OCT
THURSDAY

8

3.15pm – 4.15pm

**AGNES AUGUSTINE***Shaw Rocket Fund***JUSTINE BANNISTER***JUST B*

Unlocking Global Opportunities: Partnering and Financing for Animation Ips

Welcome to our session on finding international partners and investors for animation producers and creatives. Agnes and Justine will provide pointers on identifying project-appropriate partners and effectively approaching the international animation marketplace. Learn strategies to finance your animation projects, pitch them successfully, and navigate global opportunities to bring your creative visions to life. This session aims to equip you with the knowledge and tools needed to secure the right collaborations and funding for your unique animation IPs in the current global marketplace.

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3 OCT
THURSDAY

10

4.15pm – 5.15pm



SING CHOONG

TinTown Studio



ALVIN CHIANG

Vitally AI

Riding on Generative AI: from Ideation to Production.

This talk explores the use of generative AI in animation, commercial production, and filmmaking. We'll examine how AI enhances creativity by generating ideas, storyboards, and visual content, streamlining the creative process across these mediums via AI-human collaboration. In production, AI can automate repetitive tasks and optimize workflows, allowing creators to focus on higher-level artistic decisions. However, integrating AI also raises important challenges, such as ethical concerns and maintaining the balance between human creativity and machine-generated content. We will share our experience in how to effectively leverage AI while ensuring that the final product remains artistically authentic and impactful.

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