

# EARS ON HELSINKI 2016 - PROGRAM THURSDAY 25TH

## THIS IS EARS!

8.00 REGISTRATION & COFFEE

9.00 OPENING WORDS

## MORNING KEYNOTES AND THE SIDE TRACK

THE HALL

9.15 KEYNOTE: VR - THE NEXT GENERATION PLATFORM  
DONG IL DILLON SEO

9.45 INTRODUCTION: SLUSH MUSIC  
NICOLAS DOLENC, SAMI PEURA, SAMI HÄIKIÖ

10.00 PANEL: DISRUPTING THE LOGIC OF EVENTS  
JENNI KÄÄRIÄINEN, DONG IL DILLON SEO, VLAD DAVYDOV  
MODERATED BY NORMANDY MADDEN

10.45 PANEL: EXTENDING THE REACH OF FESTIVALS  
MICHAEL LOJUDICE, JUSTIN SWEETING, OLGA BALAKINA

11.30 KEYNOTE: GOING VIRAL - CASE MATCH MADE IN HEL  
KATJA SIBERG

12.00 INVESTING 2016: FOLLOW THE AUDIENCE  
TERRY DING

LUNCH

## AFTERNOON KEYNOTES AND THE SIDE TRACK

13.30 KEYNOTE: EMPOWERING CONTENT CREATORS  
JANGMIN CHOI

14.00 PANEL: CURATED CONTENT - MANAGING SOCIAL  
MEDIA ENDORSEMENTS IN E-COMMERCE  
TERRY DING, SATU APUKKA, JANGMIN CHOI, TUAN KHUU  
MODERATED BY OLLI SIREN

14.45 KEYNOTE: MANAGE AND DEVELOP YOUR IP IN ASIA  
SK LEE

15.15 PANEL: LICENSING IN ASIA  
SK LEE, PETTERI PASANEN, ROLEFF KRÅKSTRÖM  
HEIKKI LAANINEN AND MODERATED BY KIMMO AULAKE

16.10 KEYNOTE: WHAT MAKES MEDIA AND ENTERTAINMENT  
A GOOD INVESTMENT  
TIMO ARGILLANDER

16.40 PANEL: INVESTING IN ENTERTAINMENT  
AL DI, VLAD DAVYDOV, MICHAEL LOJUDICE  
TIMO ARGILLANDER AND MODERATED BY  
ANSSI KOMULAINEN

17.00 ALL OVER THE PLACE  
OPENING PARTY - WELCOME TO HELSINKI!

THE E ROOM

11.30 PANEL: LIVE NORDIC  
JOPPE PIHLGREN, JACOB BRIXVOLD, KRISTIAN SCHMIDT  
IN JAE-JIN, GAO WEI AND MODERATED BY JYRI FORSSTRÖM

# EARS ON HELSINKI 2016 - PROGRAM FRIDAY 26TH

8.30 GOOD MORNING

COFFEE PLEASE!

## MORNING SESSIONS - CHOOSE YOUR TRACK

ROOM E - MUSIC

9.00 CASE INDIA

SOHAIL ARORA

9.20 CASE HONG KONG

JUSTIN SWEETING

9.40 CASE KOREA

IN JAE-JIN

10.00 CASE CHINA

PHILIPP GREFER

ROOM A - MOVIE & MEDIA

9.00 OPENING WORDS

9.15 PANEL WEST MEETS

CHINA CO-PRODUCTION

ISABELLE GLACHANT

JOOICK LEE

AL DI

10.45 CHINESE ANIMATION

LANDSCAPE

TIANYI PAN

ROOM R - PERFORMING ARTS

9.00 CASE INDIA

PREETI GAONKAR

9.23 CASE KOREA

SEONGHEE KIM

9.50 CASE JAPAN

KEIZO MAEDA

10.15 PANEL: EXPORTING

ARTS - CREATING HUBS

IIRIS AUTIO

SEONG-HEE KIM

KIRSI MUSTALAHTI

YOHANN FLOCH

11.30 PANEL: NEW CHINA-

FINLAND CIRCUS CO-PROD.

CHEUNG FAI, RIKU LIEVONEN,

CEYDA BERG-SÖDERBLOM,

PETTERI JAKOBSSON

12.30 EXTRACT OF CLUNKER

CIRCUS' PERFORMANCE

L'AVVENTURA

ROOM S - FASHION

9.00 OPENING WORDS

9.15 GROWTH FROM ASIA

JONNA WIBELIUS

9.30 IS BANANA FONDANT ON

TOP OF A CUPCAKE ENOUGH?

HOW TO ENTER ASIAN &

FOREIGN FASHION MARKETS

MIKEL ROSEN

10.30 BRANDING CHINA -

ZUCZUG / BRAND STORY

WU SHANMIN

11.15 EASTBOUND WITH

FINNISH MUSIC AND DESIGN:

CASES FROM JAPAN AND

SOUTH KOREA

TONI-MATTI KARJALAINEN

11.30 PANEL: HOW TO BRAND

FINNISH FASHION TO THE

ASIAN MARKET

SUVI-ELINA ENQVIST

MIKEL ROSEN

RASMUS DRUCKER IBFELT

PÄIVI LONKA, JANI NIIPOLA

## AFTERNOON SESSIONS - CHOOSE YOUR TRACK

ROOM E - MUSIC

15.30 CASE ENSEMBLE X

JNBY

ELINA PELTONEN

ALISA NÄRVÄNEN

ROOM A - MOVIE & MEDIA

13.30 PRESENTATION:

IRON SKY: THE ARK

TIMO VUORENSOLA

14.00 CASE STUDY: PLANET

OF SNAIL

JANNE NISKALA

14.30 PANEL: CO-PRODUCING

SUCCESSFULLY WITH KOREA

JOOICK LEE

JONATHAN HYON

JASON CHAE

JANNE NISKALA

ROOM R - PERFORMING ARTS

13.30 PANEL: ART FOR KIDS

RIITTA AITTOKALLIO

CHEUNG FAI

PUI MAN YEUNG

SASU PAAKKUNAINEN

KATARINA LINDHOLM

14.30 REGIONAL TOURING

NETWORKS

HONGJIA QI

GERRIET SCHULTZ

MARTN RØEN

ANNE JÄMSÄ

ROOM S - FASHION

13.30 MUSIC MEETS FASHION

EXPLORING NEW MARKETING

POSSIBILITIES

DEEKEI, ELAPSE, FLOWSIK

JANGMIN CHOI

14.30 SUCCESS AND FAILURES

IN CHINA

TUAN KHUU

15.30 PANEL:

COMMUNICATING

MULTIARTS FESTIVALS

TOPI LEHTIPUU

PREETI GAONKAR

KEIZO MAEDA

KAI AMBERLA

16.30 CONFERENCE OFF

AFTERPARTY STARTS NOW!

12.30 LUNCH