

Cultural Industries: Pivoting to Asia?

December 7, 2015

**Venue: Korean Cultural Center
Rue de la Régence, 4, Brussels, Belgium**

Introduction 14:00-14:15

- Welcome Address: Mr. Jinwon Lee, Director, Korean Cultural Center.
- Introductory Remarks: Prof. Patrick Messerlin, ECIPE and Sciences Po Paris.

Session 1. 14:15- 15:45. Cultural Industries: European Challenges

The discussions on the Single Digital Market are revealing, bit by bit, the challenges that the European cultural industries will be facing in the coming years. What will be required is a global perspective centered on all these issues in order to take on decisions that will be both economically sound and friendly to culture.

Moderator: Prof. Hwy-Chang Moon, Seoul National University.

Speakers:

- Julia Reda, Member of the European Parliament: a political perspective.
- David Sweeney, Sweeney Consulting: a business perspective.
- Prof. Gillian Doyle, University of Glasgow: an academic perspective.

Coffee break: 15:45-16:00

Session 2. 16:00-17:30. Korea's Experience and Europe.

The Asian Financial Crisis of 1998 pushed Korea toward the digital age much earlier, faster, and deeper than any other country in the world. Far from creating a decline, this huge shock has induced Korean cultural industries to innovate and to prosper, while spurring a huge interest around the world for its culture. The Korean experience offers to Europe a rich source of inspiration in which it can overcome its own challenges.

Moderator: Patrice Chazerand, Director, Public Policy, DIGITALEUROPE

Speakers:

- Sébastien Miroudot, AKS Lab: Trade in cultural industries.
- Patrick Messerlin, ECIPE and Sciences Po Paris: Economics of K-pop.
- Jimmyn Parc, Seoul National University and Sciences Po Paris: K-pop singers' revenues and success of Korean TV-dramas.
- Kyuchan Kim, Korea Culture & Tourism Institute: The Korean cultural industries and China.

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