

Hybrid Conference

The untold story of the Korean film industry - A global business and economic perspective

09 November 2021

Refettorio - Badia Fiesolana, Via dei Roccettini 9 - San Domenico di Fiesole (Fiesole, Florence)

Jointly organised by the Global Governance Programme, Robert Schuman Centre of Advanced Studies, EUI and the European Centre for International Economic Policy (ECIPE)

Introduction

Today Korean cultural industries are among the most dynamic in the world, and the film industry makes no exception. However, if many people are now aware of Korean successes at international music charts or international film festivals, very few realise that these results rely on industrial successes built on systematic business efforts and a prudent film policy which differs markedly from the protectionist film policies used by many countries, especially in Europe.

Programme

9 November

14:30 - 14:35 *Welcome and opening remarks*

Bernard Hoekman | European University Institute

14:35 - 14:55 *The Korean film industry: Catching up and overperforming*

Patrick Messerlin | Sciences Po, European Centre for International Political Economy (ECIPE)

14:55 - 15:15 *Untold story of the Korean film industry: A business perspective*

Jimmy Parc | Sciences Po, Institute of Communication Research at Seoul National University

15:15 - 15:35 *Discussants*

Bastian Meiresonne | Vesoul International Film Festival of Asian Cinema

Martina Ferracane | European University Institute

15:35 - 16:00 *Q&A session*

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Martina F. Ferracane

Martina F. Ferracane is a Max Weber Fellow at the European University Institute. Her work focuses on digital trade, data flows, and more generally on the digital transformation. She acts regularly as a consultant for several organizations including the UN, the WEF and the WB. Martina also manages FabLab Western Sicily, an NGO that brings creative digital education to Sicilian kids, and she was listed in Forbes30U30 for her work with Oral3D, a startup offering 3D printing solutions.

Bastian Meiresonne

Bastian Meiresonne is Artistic Director at Vesoul International Film Festival of Asian Cinemas in France. He is also consultant for several international film festival; International Film Festivals Neuchâtel International Fantastic Film Festival (NIFFF), Festival Européen du Film Fantastique de Strasbourg and French Korean Film Festival (FFCP).

Patrick Messerlin

Patrick Messerlin is Professor Emeritus of economics at Sciences Po Paris, and Chairman, Steering Committee of the European Centre for International Political Economy (ECIPE), Brussels. His current research deals with economic and trade relations between Europe and East Asia, with a particular focus on cultural industries.

Jimmyn Parc

Jimmyn Parc is a visiting lecturer at Sciences Po, France and a research associate at the Institute of Communication Research, Seoul National University in Korea. His research projects are related to the competitiveness of organizations, industries, and countries. His current research focuses on the cultural industries that are faced with a changing business and trade environment as well as new challenges from digitization.

