

blooloopLIVE

ASIA

13 JUNE 2016



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Welcome to

blooloopLIVE

ASIA
13 JUNE 2016

Blooloop has been leading the way networking the global visitor attractions sector online for the last 10 years.

We have put together for you today what we hope will be an interesting and memorable programme featuring leaders from the visitor attractions industry. They will be sharing experiences and strategies from across the sector in this vibrant and fascinating region in thought provoking sessions that will educate, inform and inspire.

We would like to thank the UKTI, our sponsors and our creative and design partner ICONPATH for their support, and Thibault Paquin, Principal of Celebrating Life, for lending his considerable experience and expert knowledge of the attractions market in Asia in helping us to organise this event.

Thank you very much for attending and supporting this event.
We hope you enjoy it!

CHARLES READ
Managing Director
www.blooloop.com



Vinpearl
Nha Trang, Vietnam



Cartoon Network Amazone
Pattaya, Thailand



Rixos Premium
Antalya, Turkey



Watercube
Tianjin, China



Santorini Water Fantasy
Cha-am, Thailand



Chimelong
China



EXPERIENCE THE EXCELLENCE

WE HAVE A PASSION FOR OUR WORK. IT'S NOT A COINCIDENCE THAT WE'VE COMPLETED **185** WATERPARK PROJECTS IN ASIA PLUS **2500** ALL OVER THE WORLD. WE HAVE SET NEW STANDARDS IN EXCELLENCE FOR WATERSLIDE DESIGN, MANUFACTURING AND TECHNOLOGY. OUR GAME-CHANGING INNOVATIONS AND SIGNATURE RIDES EXEMPLIFY OUR SUPERIOR PRODUCTION SKILLS AND STRONG R&D FOCUS. WE'RE PROUD TO OFFER THE INDUSTRY'S WIDEST RANGE OF WATERSLIDES AND WATER PLAY ATTRACTIONS.

WE WORK HARD. WE THINK AHEAD. WE MAKE YOUR EXPERIENCE UNFORGETTABLE.

**COME & MEET US AT
ASIAN ATTRACTIONS EXPO – BOOTH #1130**

AGENDA

13:00	Registration
13:25	Welcome Charles Read, Managing Director, www.blooloo.com
13:30	Session 1: Introduction to the Asian Market
	A Regional Overview Wonwhee Kim, Partner, ProForma Advisors LLC
	Pipeline Projects to Watch Janice Li, Regional Director, Entertainment + Culture Advisors (ECA)
	Unlocking SE Asia Thibault Paquin, CEO, Celebrating Life
14:15	Session 2: Market Experience
	Designing Museums and Exhibitions in Asia Laura Miotto, Design Director, gsmprjct
	Waterpark Trends in Asia Emre Buyukgungor, District Sales Manager, Polin Waterparks
	Challenges, Opportunities and Trends Liakat Dhanji, Chairman & CEO, Cartoon Network Amazone
15:00	Session 3: Operators' Strategies for Expansion in Asia
	Panel discussion with Luke Riley, Senior Vice President, International Development, Village Roadshow and Putnam Shin, Asia Divisional Director at Merlin Entertainments, chaired by Wonwhee Kim
15:30	Coffee Break
16:00	Session 4: What's new in the World of IP in Asia?
	Panel discussion with Melissa Tinker, VP, Cartoon Network Enterprises & Location Based Entertainment, Asia Pacific, Cartoon Network; Jonathan Casson, Director, Business Development, Live & Location Based Entertainment, Twentieth Century Fox; and Sean Clarke, Head of Aardman Rights, chaired by Thibault Paquin.
16:40	Session 5: Designing for Asia
	Conversation led by Al Cross, VP, PGAV Destinations with Gary Goddard, Founder and Chairman, The Goddard Group and Jean-Christophe Canizares, CEO, ECA2
17:10	Session 6: Cultural Entertainment: A new kind of Theme Park Experience
	Amy Lareau, Senior Director Business Development and Martin Boudreau, President Parks, Immersive Attractions and New Content, Cirque du Soleil
17:30-19:30	Networking reception

Now OPEN!

PHOBIA

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PROGRAMME

Session 1

Introduction to the Asian Market

Our panel of experts share everything you need to know about the Asian Market in under an hour! We start with a high level overview of the region, then review the most significant pipeline projects and finally look at the key considerations for attractions in South East Asia.

A Regional Overview

Wonwhee Kim

Partner
ProForma Advisors LLC

Pipeline Projects to Watch

Janice Li

Regional Director
Entertainment + Culture Advisors (ECA)

Unlocking SE Asia

Thibault Paquin

CEO
Celebrating Life



Wonwhee Kim



Janice Li



Thibault Paquin

Session 2

Market Experience

The Asian Market in more depth. We hear from the Museum and Waterpark sectors about trends and first hand experiences.

Designing Museums and Exhibitions in Asia

Laura Miotto

Design Director
gsmprjct

Waterpark Trends in Asia

Emre Buyukgungor

District Sales Manager
Polin Waterparks

Challenges and Opportunities

Liakat Dhanji

Chairman & CEO
Cartoon Network Amazone



Laura Miotto



Emre Buyukgungor



Liakat Dhanji

SOUND EXPERTISE

TEJIX

PROGRAMME

Session 3

Operators' Strategies for Expansion in Asia

Village Roadshow and Merlin Entertainments share their plans for expansion in Asia and strategies for success.

Panel discussion with:

Luke Riley

Senior Vice President, International Development
Village Roadshow

Putnam Shin

Asia Divisional Director
Merlin Entertainment

Chaired by

Wonwhee Kim



Luke Riley



Putnam Shin

Session 4

What's new in the World of IP in Asia?

As IPs continue to move into the world of LBE, we talk to three leading brands who are finding success in Asia. What are the opportunities and strategies for taking brands from the screen to reality? What cultural factors are at play in the Asian market?

Panel discussion with:

Melissa Tinker

Vice President
Cartoon Network Enterprises &
Location Based Entertainment, Asia Pacific
Cartoon Network

Jonathan Casson

Director, Business Development
Live & Location Based Entertainment
Fox Filmed Entertainment

Sean Clarke

Head
Aardman Rights

Chaired by

Thibault Paquin



Melissa Tinker



Jonathan Casson

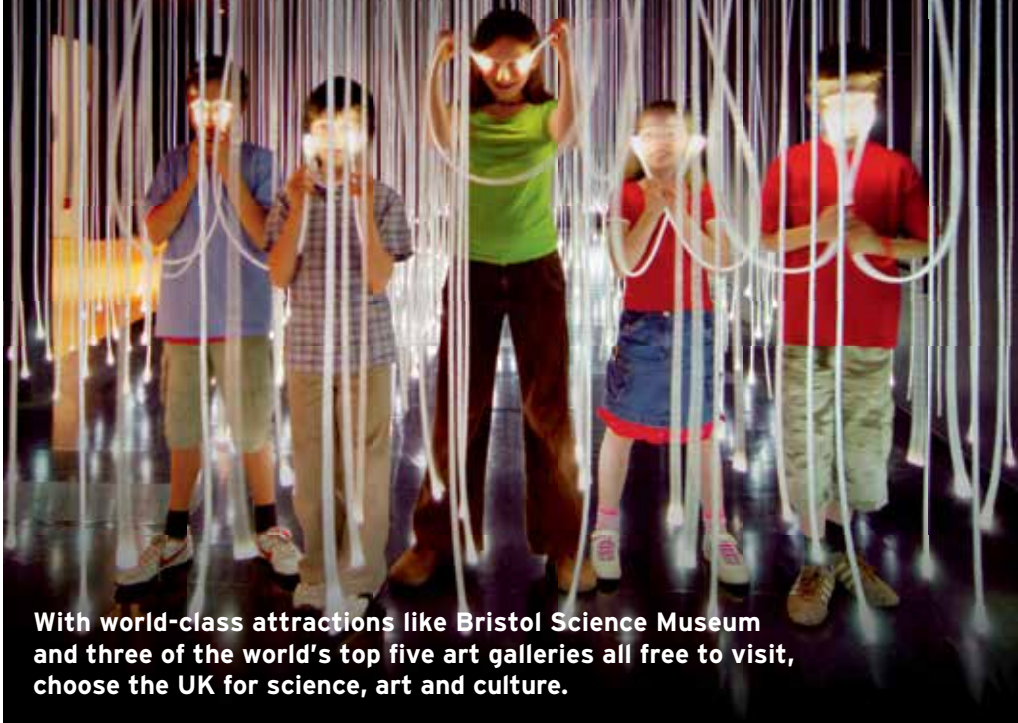


Sean Clarke

CULTURE IS

GREAT

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With world-class attractions like Bristol Science Museum and three of the world's top five art galleries all free to visit, choose the UK for science, art and culture.

At-Bristol Science Centre
Bristol

visitbritain.com



PROGRAMME

Session 5

Designing for Asia

We hear from industry leaders who have created iconic experiences in Asia about the key considerations when designing for the region.

Conversation led by:

AI Cross

Vice President
PGAV Destinations

Gary Goddard

Founder and Chairman
The Goddard Group

Jean-Christophe Canizares

CEO
ECA2



AI Cross



Gary Goddard



Jean-Christophe
Canizares

Session 6

Cultural entertainment:

A new kind of Theme Park Experience

Hear about the world's first Cirque du Soleil Theme Park in Mexico and what it means for the future of immersive theme park experiences.

Amy Lareau

Senior Director Business Development
Cirque du Soleil

Martin Boudreau

President
Parks, Immersive Attractions and New Content
Cirque du Soleil



Amy Lareau



Martin Boudreau

