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1st CREATIVE INDUSTRIES EU-MEXICO FORUM: VIDEOGAME INDUSTRY AND TRANSMEDIA SECTOR

PROGRAMME

17 September - 8 October 2020

3 Webinars

8 Roundtables

3 Days for B2B Meetings

1. INTRODUCTION

The “**1st Creative Industries Forum (CIF) EU-Mexico**” is an activity organised by the European Union, in collaboration with the EU Member States, the Mexican Ministry of Culture and the Digital Culture Centre of Mexico. Its objective is to identify areas of opportunity and cooperation between Mexico and the European Union, as well as identify possible business opportunities.

It is framed under “MEXICO CREATIVO: Sustainable cultural development”, an initiative from the Mexican Ministry of Culture to draw strategic lines in the matter of cultural and creative economies in the country, through spaces for reflection, analysis and questioning adapted to the current Mexican reality.

Due to the COVID-19 health crisis and social distancing measures, this activity will be totally digital. It comprises a series of seven webinars, four roundtables and one workshop, as well as digital B2B meetings through an especial digital platform.

The 1st Forum focuses on the **Videogame Industry and Transmedia Sector**. The videogame industry has become the world's largest entertainment industry; being this sector the fifth cultural good most exported from the EU to third countries and the second more imported. Transmedia refers to how a cultural/entertainment product (it may be a book, a film, a comic character, etc...), is commercialized maximising all its potential using digital and non-digital sectors: film, music, toys, video-games, manga, television series, specific shop centres, social media channels, etc. It facilitates business collaboration among



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digital and culture contents and services' providers, which results to be of high interest to several EU MS. Under the transmedia approach, other creative industries that provide services to video gaming (writers, designers, musicians, TV and film producers, etc), will be part of the event's target audience.

Cultural diversity and intercultural dialogue are an integral part of the values of the European Union and play an important role in the promotion of human rights, tolerance, and non-discrimination across the world. The EU is focusing on its increasingly positive role in international relations. By this, the European Union seeks to strengthen mutual learning, cross-cultural understanding and trust between the EU and its partners in external relations, while empowering local cultural sectors as engines for inclusive and sustainable development, social and cultural progress, and fostering cultural diversity, innovation and economic resilience.

The New European Agenda for Culture and the Work Plan for Culture 2019-2022 underline the importance of cultural and creative sectors for innovation, job creation, cohesion and well-being of societies, as well as of the international dimension of EU cultural policies. Some examples are the European Creative Hubs Network, the European Creative Business Network, and the Pan-European network of Digital Innovation Hubs (DIHs).

Through coordinated actions among Member States in Mexico, the European Union Delegation intends to foster the vision of European culture as a unity, and at the same time, promote its richness and diversity among the Mexican audience, establish an intercultural dialogue with artists, intellectuals and other Mexican creators. This could include joint-up strategies for the promotion of Mexican and European culture and audience development activities such as festivals, and activities like this Forum.

2. GENERAL ORGANIZATION

Due to the COVID-19, this Forum will be totally digital. The 1st Forum will focus on activities directed to a specialized audience, covering three webinars, and eight roundtables, taking place from September 17th to October 6th, 2020. A closure session will be organized on the 8th of October, with a summary of relevant interventions and the participation of DJs, and other artists involved in the forum. Webinars will involve one or two experts to present a specific topic. The roundtables will be related to the themes of the webinars with the participation of several experts, who will debate on the selected topics. From the 6th to the 8th of October there will be virtual B2B meetings among interested participants. A dedicated marketplace and a virtual platform will be made available for this purpose.

FORMAT

Webinars

- Online seminars with the participation of one (or two) expert(s) in a specific subject.
- Number: 3 webinars
- Duration: 60 min webinars (+30 min of questions and answers).
- Participants: Keynote experts from the EU, the European Union Member States and Mexico.



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- Audience: Industry, think tanks, chambers, academy, journalists and other interested audience open to key stakeholders
 - Expected audience: approximately 100 people.

Roundtables

- Spaces for discussion, where specialists from various countries of the EU and Mexico will debate about a common topic.
- Number: 8 roundtables
- Duration: 120 minutes
- Participants: Keynote experts from the EU, the European Union Member States, and Mexico.
- Audience: Industry, think tanks, chambers, academy, journalists and other interested audience Open to key stakeholders
 - Expected audience: approximately 100 people.

B2B Meetings

- Interactive spaces for Businesses to meet and exchanges experiences
- There won't be translations services in the B2B Meetings, participants will have to talk in English. The material for the marketplace will have to be in English as well.
- PHASE 1: Register (from the 1st of September to the 2nd of October)
 - Since the 1st of September to the 2nd of October a marketplace will be open for EU and Mexican companies to register for the B2B meetings.
 - Each company will have to create their detailed networking profile for other attendees to select meetings with them.
 - The application will set the matches between companies and create a business agenda for each of them, that the companies can accept, reject or change.
 - Marketplace Entries: Opportunities from products and services that can be listed in the "Marketplace" website.
 - Attendees can talk with the other participants by InMail in the platform.
- PHASE 2: Meetings (from the 6th the 8th of October)
 - Participants will sign into the website and their meetings will start in the B2Match virtual platform (just like entering a Zoom or Microsoft Teams meeting).

Closure Session:

- With the format of a TV programme where a professional host introduces several videos recorded during the forum, interviews participants and speakers, with the presentation of several artists



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involved during the forum such as DJs, (virtual scenario presentation of DJs), and other urban artists.

- Duration: 60 minutes
- It will be broadcasted on-line but contents will be shared with relevant media for higher dissemination.

3. PROGRAMME

Date: September 17th to October 8th, 2020.

Venue: Online.

Language: Simultaneous translation (English/Spanish) will be provided.

Programme summary

WEBINAR 1: Thursday 17th of September. 8:30 am Mexico City Time (3:30 pm Brussels)

| THURSDAY, 17 SEPTEMBER | |
|--|--|
| KICK-OFF WEBINAR – Intellectual Property in creative industries and transmedia | |
| 8:30-8:35 | Welcome and introduction to participants Host: Laura González, Consultant, EU-MX SDSF |
| 8:35-8:45 | Inauguration Opening remarks by Jean Pierre Bou, Chargé d'affaires of the European Union Delegation to Mexico |
| 8:45-8:55 | Opening remarks by Pablo Raphael de la Madrid, General Director of Promotion and Cultural Festivals of the Ministry of Culture of the Government of Mexico |
| 8:55-9:55 | Intellectual Property in creative industries and transmedia in the EU and in Mexico Speakers: Dara MacGreevy, Senior Legal Counsel, Interactive Software Federation of Europe (ISFE) Kiyoshi Tsuru, TMI lawyers, Representatives of the European Society for Authors (ESA) in Mexico Rafal Kloczko, Chief of Counsel Business, IP & Privacy, CD PROJEKT (Poland) Ernesto Piedras, CEO, Competitive Intelligence Unit Moderator: Cristina Novio, Team Leader EU-MX SDSF |
| 9:55-10:25 | Q&A |
| 10:25-10:30 | Closure and Group Photo |



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ROUNDTABLE 1: Monday 21st of September. 8:30 am Mexico City Time (3:30 pm Brussels)

| MONDAY, 21 SEPTEMBER The role of creative industries and videogame clusters and associations in Europe and in Mexico | |
|---|--|
| 8:30-8:35 | Welcome and introduction to participants Host: Laura González, Consultant, EU-MX SDSF |
| 8:35-10:05 | The role of creative industries and videogame clusters and associations in Europe and in Mexico. <div style="text-align: right;">Speakers:</div> Jari-Pekka Kaleva, COO, European Games Developer Association (EGDF) Camille Donegan, Representative of Eirmersive (IRELAND) KooPee Hiltunen, Director, Neogames Finland Association (FINLAND) Moderator: Cristina Novio, Team Leader EU-MX SDSF |
| 10:05-10:35 | Q&A |
| 10:35-10:40 | Closure and Group Photo |

ROUNDTABLE 2: Tuesday 22nd of September. 8:30 am Mexico City Time (3:30 pm Brussels)

| TUESDAY, 22 SEPTEMBER THE CYCLE OF TRANSMEDIA NARRATIVES: TRAINING, EXPERIMENTATION, PRODUCTION MODELS AND INTERACTION WITH COMMUNITIES/USERS | |
|--|---|
| 8:30-8:35 | Welcome and introduction to participants Host: Laura González, Consultant, EU-MX SDSF |
| 8:35-9:55 | The cycle of transmedia narratives: training, experimentation, production models and interaction with communities/users. <div style="text-align: right;">Speakers:</div> María de la Luz Jaimes, SAE Institute (MEXICO) Pedro Enrique Moya, El Rule (MEXICO) 10th Muse, CEO, Karoliina Korppoo (FINLAND) Camille Donegan, Representative of Eirmersive (IRELAND) Moderator: Cristina Novio, Team Leader EU-MX SDSF |
| 9:55-10:25 | Q&A |
| 10:25-10:30 | Closure and Group Photo |

ROUNDTABLE 3: Wednesday 23rd of September. 8:30 am Mexico City Time (3:30 pm Brussels)

| WEDNESDAY, 23 SEPTEMBER Transmedia: Going one step further. Business Models and identification of blockbuster concepts | |
|---|--|
| 8:30-8:35 | Welcome and introduction to participants Host: Laura González, Consultant, EU-MX SDSF |
| 8:35-9:55 | Transmedia: Going one step further. Business Models and identification of blockbuster concepts. <div style="text-align: right;">Speakers:</div> |



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| | <p>Maciej Szymanowicz, Policy Officer – DG CNECT, Guarantee facility, DG CNECT, European Commission</p> <p>Pablo Martinez Zárate, Professor, Ibero (Mexico) Diego Zavala, Professor, Tecnológico de Monterrey (Mexico) Roger Casas-Alariste, CEO, Cañonazo Transmedia (Mexico)</p> <p>Sebastien Wielemans (Belgium), Fidel Enríquez (Mexico) EU-Mexico Case of Study: http://www.connectedwalls.com/en/intro</p> <p>Moderator: Cristina Novio, Team Leader EU-MX SDSF</p> |
| 9:55-10:25 | Q&A |
| 10:25-10:30 | Closure and Group Photo |

WEBINAR 2: Thursday 24th of September. 8:30 am Mexico City Time (3:30 pm Brussels)

| THURSDAY, 24 SEPTEMBER | |
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| Research, Development and Innovation. New trends and lines of work. | |
| 8:30-8:35 | <p>Welcome and introduction to participants</p> <p>Host: Laura González, Consultant, EU-MX SDSF</p> |
| 8:35-9:50 | <p>Presentation of GAPPP: Gamified Audiovisual Performance and Performance Practice.</p> <p>Speakers: Marko Ciciliani, University of Music and Performing Arts Graz (Austria) Barbara Lüneburg, Anton Bruckner Private University Upper Austria</p> <p>Presentation of the Ars Electronica Futurelab.</p> <p>Speaker: Hideaki Ogawa, Co-Director Ars Electronica Futurelab (Austria)</p> <p>Presentation on Research and Innovation in Mexico</p> <p>Speaker: Mariana Delgado, Director, Digital Culture Centre Mexico</p> <p>Moderator: Cristina Novio, Team Leader EU-MX SDSF</p> |
| 9:50-10:20 | Q&A |
| 10:20-10:25 | Closure and Group Photo |



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ROUNDTABLE 4: Monday 28th of September. 8:30 am Mexico City Time (3:30 pm Brussels)

| MONDAY, 28 SEPTEMBER Esports: How to create a league; brand business opportunities | |
|---|---|
| 8:30-8:35 | Welcome and introduction to participants Host: Laura González, Consultant, EU-MX SDSF |
| 8:35-9:55 | Esports: How to create a league; brand business opportunities. <div style="text-align: right;">Speakers:</div> <div style="text-align: right;">Sergi Mesonero, Head of ISFE Esports</div> <div style="text-align: right;">Andro Gabriel Miralrío Hernández, CEO, Jygsaw (Mexico)</div> <div style="text-align: right;">David Santivañez, CEO, GameMetron (Mexico)</div> <div style="text-align: right;">Juan Diego García Squetino, Country Manager Mexico, Argentina and Peru, Professional Videogame League of Mexico (Mexico)</div> <div style="text-align: right;">Moderator: Cristina Novio, Team Leader EU-MX SDSF</div> |
| 9:55-10:25 | Q&A |
| 10:25-10:30 | Closure and Group Photo |

ROUNDTABLE 5: Tuesday 29th of September. 8:30 am Mexico City Time (3:30 pm Brussels)

| TUESDAY, 29 SEPTEMBER Successful Case Studies from Europe | |
|--|---|
| 8:30-8:35 | Welcome and introduction to participants Host: Laura González, Consultant, EU-MX SDSF |
| 8:35-8:50 | Introduction to the transmedia in Europe <div style="text-align: right;">Speaker:</div> <div style="text-align: right;">Maciej Hofman, Policy Officer, Culture - Cultural and creative sectors, Directorate-General for Education, Youth, Sport and Culture, Unit D1 - Cultural Policy, European Commission</div> |
| 8:50-9:55 | Transmedia Case Studies from Europe <div style="text-align: right;">Speakers:</div> <div style="text-align: right;">“Trine 3: The Artifacts of Power, and Trine 4 - The Nightmare Prince”, Kai Tuovinen, Marketing Manager, by Frozenbyte Oy (Finland)</div> <div style="text-align: right;">José Pereida, Director of the Innovation and Business Area, Galicia Radio and Television Corporation (Spain)</div> <div style="text-align: right;">“Frostpunk”, Pawel Miechowski, Senior Writer, 11 BIT STUDIOS SPOLKA AKCYJNA, (Poland)</div> <div style="text-align: right;">Menno van Pelt-Deen, founder and organizer of Courage Events (Netherlands)</div> <div style="text-align: right;">Moderator: Cristina Novio, Team Leader EU-MX SDSF</div> |
| 9:55-10:25 | Q&A |
| 10:25-10:30 | Closure and Group Photo |



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ROUNDTABLE 6: Wednesday 30th of September. 8:30 am Mexico City Time (3:30 pm Brussels)

| WEDNESDAY, 30 SEPTEMBER Successful Case Studies from Mexico | |
|--|--|
| 8:30-8:35 | Welcome and introduction to participants Host: Laura González, Consultant, EU-MX SDSF |
| 8:35-8:50 | Introduction to Transmedia in Mexico Speaker: Mariana Delgado, Director, Digital Culture Centre Mexico (tbc) |
| 8:50-9:55 | Successful Case Studies from Mexico. Speakers: “Mulaka”, Guillermo Vizcaíno, Head of PR and Marketing, Lead Writer and Video Producer, LIENZO “Pato box”, Samir Durán, by Bromio “Neon City Riders”, Jorge García, Developer, Mecha Studios “Attractio”, Alfonso Cabrera Ibarra, Game Coders Studio Moderator: Andro Gabriel Miralrío Hernández, CEO, Jygsaw |
| 9:55-10:25 | Q&A |
| 10:25-10:30 | Closure and Group Photo |

WEBINAR 3: Thursday 1st of October. 8:30 am Mexico City Time (3:30 pm Brussels)

| THURSDAY, 1 OCTOBER Development of software for interactive solutions in entertainment and Culture | |
|---|--|
| 8:30-8:35 | Welcome and introduction to participants Host: Laura González, Consultant, EU-MX SDSF |
| 8:35-9:55 | Development of software for interactive solutions in entertainment and culture Speakers: Pelayo Méndez Digital Artist and Creative Programmer, currently Tech Lead in Enlighting Technologies (Spain) Jose Luis Farias CEO, 3D Wire (Spain) Sergiu Ardelean, Co-founder & CEO, Artivive (Austria) Leonardo Aranda, Medialab (Mexico) Damián Romero, MUTEK (Mexico) Moderator: Cristina Novio, Team Leader EU-MX SDSF |
| 9:55-10:25 | Q&A |
| 10:25-10:30 | Closure and Group Photo |



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ROUNDTABLE 7: Monday 5th of October. 8:30 am Mexico City Time (8:30 pm Brussels)

| MONDAY, 5 OCTOBER | |
|--|---|
| Interactive solutions for education, culture and museums | |
| 8:30-8:35 | Welcome and introduction to participants Host: Laura González, Consultant, EU-MX SDSF |
| 8:35-9:55 | Interactive solutions for education, culture and museums <p style="text-align: right;">Speaker:</p> Lorena Aldana-Ortega, European Policy Coordinator, Europa Nostra (tbc) Juergen Bänsch, Director Policy and Public Affairs, ISFE Marco Accordi Rickards, Board Member, European Federation of Game Archives Museums and Preservation Projects (EFGAMP) Harmke Heezen, High Road Studios, Germany Lisa Lindén, Doris Film, Sweden Elisa Navarro, Gargamel Estudio, Mexico Roberto López Díaz, Siete Media, Mexico Moderator: Cristina Novio, Team Leader EU-MX SDSF |
| 9:55-10:25 | Q&A |
| 10:25-10:30 | Closure and Group Photo |

ROUNDTABLE 8: Tuesday 6th of October. 8:30 am Mexico City Time (3:30 pm Brussels)

| TUESDAY, 6 OCTOBER | |
|--------------------------------|--|
| Mobile Games: a Growing market | |
| 8:30-8:35 | Welcome and introduction to participants Host: Laura González, Consultant, EU-MX SDSF |
| 8:35-9:55 | Mobile games: a growing market. <p style="text-align: right;">Speaker:</p> Daniel Rantala, Business Development Director, Fingersoft (Finland) Christopher Kassulke, Handy-Games (Germany) Francisco Lara, 1 Simple Game (Mexico) Martine Spaans, founder, Tamalaki (Netherlands) Moderator: Cristina Novio, Team Leader EU-MX SDSF |
| 9:55-10:25 | Q&A |
| 10:25-10:30 | Closure and Group Photo |



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B2B VIRTUAL MEETINGS

1 SEPTEMBER TUESDAY – 7 OCTOBER WEDNESDAY REGISTRY

Registry in the platform “B2Match” will be opened from the 1st of September to the 8th of October. Participants will be able to upload their profiles in the marketplace, indicate their preferences for meetings, what they are looking for and send invitations to other partners. The app will allow the organization of virtual meetings for the days 6, 8 and 8th of October.

6, 7 AND 8 OCTOBER (TUESDAY, WEDNESDAY AND THURSDAY) B2B MEETINGS

B2B meetings will be held according to each participant agenda as developed using “B2Match”.

CLOSURE SESSION: Thursday 8th of October. 8:30 am Mexico City Time (3:30 pm Brussels)

THURSDAY, 8 OCTOBER Closure Session

| | |
|-----------|--|
| 8:30-8:35 | Welcome and introduction to participants Host by Laura Gonzalez, Consultant, EU-MX SDSF |
| 8:35-8:55 | Opportunities and challenges in Creative Industries: experiences in videogames and transmedia Remarks by Themis Christophidou, Director-General, Directorate General for Education and Culture (DG EAC), European Commission (tbc) Remarks by the Undersecretary of Cultural Development of the Ministry of Culture of the Government of Mexico, Mariana Núñez Besvalopa (given availability) |
| 8:55-9:00 | Video: Conclusions of the 1 st Creative Industries Forum EU-Mexico |
| 9:00-9:30 | Live Audiovisual Performance Audiovisual (tbc) |
| 9:30-9:40 | Closing remarks, by Mirko Puig, Head of the Political, Press and Information Section, Delegation of the European Union to Mexico |
| 9:40-9:45 | Closure and Group Photo |