

Cartoon Business

18-20 November 2024
Brussels (Belgium)



PRESS KIT

Finding together the best growth models for and with animation

PRESS AREA

CONTACT

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COMMUNICATION MATERIAL

Click to access the following material:

- » [An overview of the program](#)
- » [All the keynotes, panels & case studies](#)
- » [All the speakers coming to the event](#)
- » [Press releases available for downloading in the Press Area](#)





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Finding together the best growth models for and with animation

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1. CARTOON BUSINESS 2024

A UNIQUE PLACE TO GRASP NEW BUSINESS OPPORTUNITIES AND FIND ANSWERS!

Cartoon Business is a European event dedicated to the business models of the animation industry. The European animation industry is going through a period of unprecedented change (general market recession, new technologies, new players, growing ecological awareness, etc). It has never been so important to provide answers to the questions raised, particularly on the financial and commercial aspects. The event is focusing on well-curated **keynotes** and **case studies** by leaders of the industry.



A LEARNING AND NETWORKING OPPORTUNITY ON A EUROPEAN SCALE!

At Cartoon Business we **learn about a wide range of topics** (market overview, private & public investments, new growth models, entrepreneurship, fundraising, etc), **benefit from business success stories** and inspiring advice and engage with international key players of the industry.

Our goal is to **empower European business** by **facilitating collaboration among producers, buyers, and creative teams from diverse EU countries**. During the event, the participants have many networking opportunities, **combining business and a friendly atmosphere**.



PRACTICAL INFORMATION

- » 18th - 20th November 2024
- » Autoworld (Brussels, Belgium)
- » Contact: masters@cartoon-media.eu

OUR PARTNERS

The main partners of Cartoon Business 2024 are **Creative Europe - MEDIA Programme of the European Union, Screen Flanders, Screen brussels, Wallimage, Flanders Image and Fédération Wallonie Bruxelles**.

2. HOW DOES IT WORK?

KEYNOTES, CASE STUDIES AND PANELS

14 keynotes, panels and case studies will be spread over 2 days of the event, dealing with different topics, such as:

- » **What is the economical state of animation?**
- » **How to invest?**
- » **Case studies and success stories**
- » **Animation beyond Europe**

You can find all the informations about the programm by [clicking here.](#)



SPEAKERS

Cartoon Business 2024 gathers 30 speakers from 10 different countries around the world covering many expertise: **investment, management, distribution, production, broadcasting, data-analysis, research...**

Please find the full list of confirmed speakers by [clicking here.](#)



A NEW FEATURE: BUSINESS CLINIC

New!

This new networking opportunity will **connect participants, attending the event, with specialists during coaching sessions on animation-related business issues.** The Business Clinic will allow participants, including newer entrants to the industry, to **ask specific questions and received targetet advice from experienced consultants.**

Please find the full list of consultants and all the information by [clicking here.](#)

2. HOW DOES IT WORK?

MODERATORS

Each keynote, case study and panel is **supervised by a moderator**, who makes sure that everything runs smoothly.

The **list of moderators** as well as a short bio are available on our website: [here](#).



ONE-TO-ONE MEETINGS

One-to-one meetings are like **professional speed-datings**: open to all, these will allow participants to **have privileged conversation with their peers**. Based on the participant's choices, CARTOON has sent a list of meetings organised with the different companies that interest them. Each meeting will last for **maximum 20 min**.

One-to-One meetings will take place on **Monday 18 from 16:00 to 18:30 at the Comic Art Museum**.

These meetings are upon registrations.

SOCIAL EVENTS

Enjoy Belgian gastronomy and **meet everyone at the Welcome Dinner at the Comic Art Museum**. All participants have lunches together **at Autoworld** and can network in a cosy atmosphere. To cap off the event, join us for the **Farewell Dinner in the heart of Brussels at Le Roy d'Espagne restaurant situated in the Grand Place!**



4. STATISTICS

Speakers

SPEAKERS

30 Speakers

From 10 different countries

63% are Newcomers

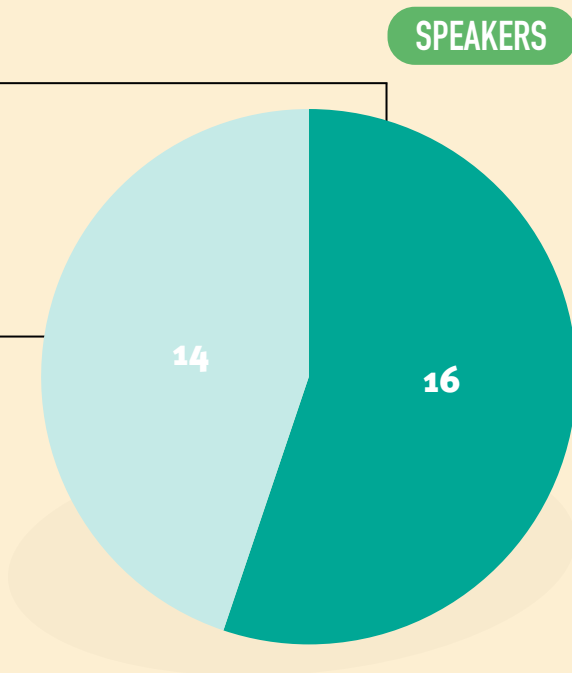
BY GENDER

53%

Male

47%

Female

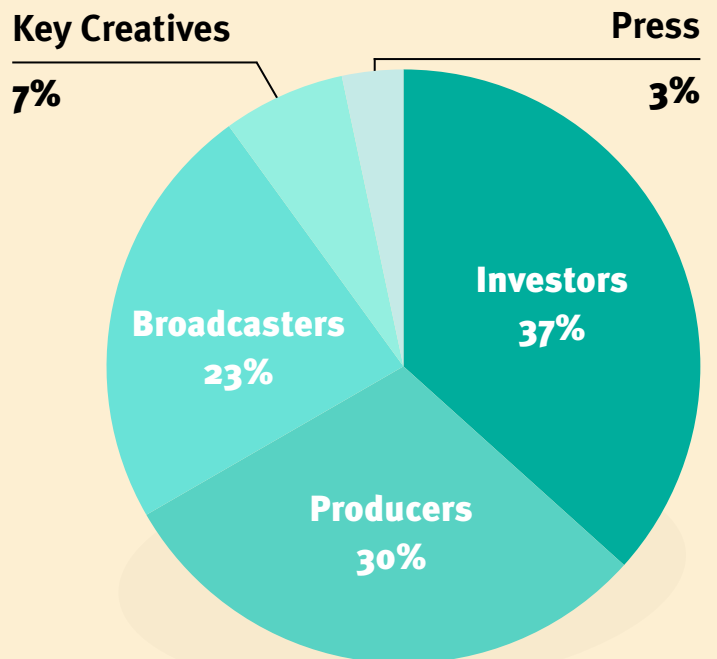


BY COUNTRIES

SPEAKERS & EXPERTS

France	6
United Kingdom	6
Germany	5
Belgium	5
Finland	2
Ireland	2
Czech Republic	1
Spain	1
United States	1
Slovakia	1

BY CATEGORIES



5. INVOLVING THE NEW GENERATION

In the afternoon of 18 November, a **Job Fair** featuring Belgian companies will be held at the Comics Art Museum, offering young talents a chance to connect with local industry professionals and explore career opportunities.



© Cartoon

This initiative is open to all young talents attending the event as well as registered Belgian companies. It has multiple goals: to break the ice on the first day between young talents and regional professionals, to connect the new generation of graduates entering the job market, and to create employment opportunities that benefit both companies and young talents seeking work.

PROGRAMME

14:00-15:00: Various local companies will present their work and job opportunities to young talents (10-minute presentation for each company)

15:00-16:00: networking session between young talents and company representatives.

COMPANIES THAT WILL BE PRESENTED

ANIMAL TANK



CREATIVE CONSPIRACY



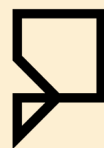
CREATURE



VIVI FILM



spicy acorn



THE PACK

nwave
studios

SUBMARINE

L'Sirroco and the Kingdom of the Winds © Take Five



6. ANIMATION IN BELGIUM

SPOTLIGHT ON BELGIAN ANIMATION

The 2024 edition of Cartoon Business, from 18 to 20 November, turns the spotlight on animation in Belgium, bringing together animation professionals to look at new business models and discuss the challenges faced by the animation industry.

Demonstrating a strong ambition for co-production, both within Belgium and internationally, the country's cultural and economic funds have joined forces to put together a programme dedicated to the Belgian animation industry, with a focus on studios and talent.

The partners are [Screen Flanders](#), [screen.brussels](#), [Wallimage](#), [Flanders Image](#) and [the Centre du Cinéma et de l'Audiovisuel of the Fédération Wallonie-Bruxelles](#).



Valemon: The Polar Bear King © Maipo Film/Vivi Film/Beside Productions

FLANDERS

In the Flanders region, both the Flanders Audiovisual Fund (VAF) and the [Screen Flanders](#) economic fund support animation productions, whether they are majority Flanders productions or international co-productions. In 2023 Screen Flanders invested 670,000 euros in animated features and 380,000 euros in animated series. The total VAF support for script, development and production of animated films and series in 2023 was 3.69 million euros.

High-profile titles include “Valemon: The Polar Bear Prince” (currently in post-production, co-produced by Vivi Film), “The Magnificent Life of Marcel Pagnol” from Sylvain Chomet, director of “The Triplets of Belleville” (co-produced by Walking the Dog), and the animated series “Quentin Blake’s Box of Treasures” by Gerrit Bekers (co-produced by Creative Conspiracy for the BBC).

[Ketnet](#), the Flemish public broadcaster VRT's children's platform, is focused on high-quality animated content and co-produces both homegrown and international animated series.



Quentin Blake's Box of Treasures © Creative Conspiracy



Savages © Panique!



The Most Precious of Cargoes © 3.0 Studio/Ex Nihilo, co-produced by Les Films du Fleuve

WALLONIA-BRUSSELS

The Centre du Cinéma et de l'Audiovisuel (CCA) of the [Fédération Wallonie-Bruxelles](#) is the main partner for French-speaking Belgian cinema. In 2023, the CCA put more than 1.27 million euros into the animation sector, including 240,000 euros dedicated to short films. Each year the CCA funds approximately 40 animated shorts, around 10 produced by independent studios and production companies, with the rest made by students at CCA-funded film schools in Wallonia and Brussels.

In 2024, two animated feature films supported by the CCA were presented in the official selections of the Cannes and Annecy festivals: "Savages" by Claude Barras and "The Most Precious of Cargoes" by Michel Hazanavicius.

RTBF, the public broadcaster for radio, television and digital content in French-speaking Belgium, is involved in animated programmes produced by independent Belgian companies and invests in innovative contemporary European and international content.

THE WALLOON REGION

[Wallimage](#) is the Walloon economic fund dedicated to the audiovisual and video game sectors. To develop and sustain these industries in Wallonia it finances audiovisual projects (feature films, series, fiction and documentaries, live action and animation) and video games (pre-production and production). It also supports audiovisual and video game companies with capital and loans, and acts as a film commission.

The Walloon region currently has around 10 animation studios of various sizes and specialisations, providing an internationally recognised animation offer, including: 2oSTM Studio, Aromates Studio, Dreamwall, Nwave wallonie, MPC Film & Episodic, NeXtFrames Animation Studio, The Pack Wallonia, The Picture Factory, and Waooh. In 2023, the region's economic fund, [Wallimage](#), invested 3,4 million euros in six animated feature films and eight series.

Recent co-productions include "The Most Precious of Cargoes" (co-produced by Les Films du Fleuve), "Silex and the City" (coproduced by Left Field Ventures/Steel Fish Pictures), "The Legendaries" (in production, co-produced by Belvision), "Chickenhare" (produced by nWave Pictures), "Stinky Dog" (co-produced by Taka/Panique!), "The Smurfs" (produced by Peyo Company), "Partie de Campagne" (co-produced by Scope Pictures) and "Living with Dad" (co-produced by Belvision).



Chickenhare and The Groundhog with the Backward Facing Face © nWave Pictures



Silex and the City © Left Field Ventures/Steel Fish Pictures



THE BRUSSELS-CAPITAL REGION

Animation in the Brussels-Capital Region is supported by [screen.brussels](https://www.screen.brussels.be/), which has invested in almost 40 animated features and series since 2016. In 2023, it put 632,000 euros into one animated feature and three series, all international co-productions. In 2024, it has invested 838,000 euros in five animated features and one series. Activity is focused in a group of animation studios and production companies located along the canal that runs through the region, dubbed the *Brussels Animation Valley*.

And throughout Belgium, further private investments flow into animation thanks to the federal government's Tax Shelter Incentive. The international animation festival Anima in Brussels attracts 40,000 people a year. It is qualified to nominate its candidates for the Oscars®, and is famous for its friendly atmosphere and its pancakes.

SCREENINGS

To celebrate the **recent successful productions** from the territory, come and watch the screening of two local short films on Tuesday 19 November at 12:35 & Wednesday 20 November at 12:45 at Autoworld.

» **Silent Panorama**

Directed and written by **Nicolas Piret**
Produced by **Zorobabel**
(Tuesday 19 November at 12:35)

In the middle of nowhere, at the foot of a cliff, two campers, intrigued by outside noises, cross the deserted landscape, lamp in hand. This film was drawn and animated on a single sheet of paper as a performance.



Silent Panorama © Zorobabel

» **The Miracle**

Directed and written by **Nienke Deutz**
Produced by **Lunanime, Keplerfilm & Les Productions de Milou**
(Wednesday 20 November at 12:45)

The Miracle, a place where the sun always shines, with endless opportunities to relax and food in abundance. But how do you relate to a place that constantly confronts you with the things you don't have?



The Miracle
© Lunanime / Keplerfilm / Les productions de Milou

7. MEET THEM AT CARTOON BUSINESS 2024!

SPEAKERS

- » Alix Wiseman (9 Story)
- » Lauri Saunders (ABRACA)
- » Hasham Khan (Apb Advisory)
- » Lydia Mossahebi (BBC)
- » H el ene Ratti (Bpifrance)
- » Cathal Gaffney (Brown Bag Films)
- » Nico Franks (C21 Media)
- » Edward Galton (Cake Entertainment)
- » Lucas Perin (CNC)
- » Eliza J appinen (Dot Play)
- » Ylka Tapia (El Reino Infantil)
- » Julia Weber (Epsilon Film)
- » Charlie Fink (Forbes)
- » Pierre Siracusa (FTV)
- » Patricia Vasapollo (HR)
- » Timo Argillander (IPR.VC)
- » Martin Juza (Krutart)
- » Katrin Ann Orbeta (Mash&Co)
- » Julien Borde (Mediawan)
- » Hugo Deghilage (Panique!)
- » Alex Cameron (Parrot Analytics)
- » Katrien Maes (Screen Flanders)
- » Martin Krieger (Studio 100 International)
- » Anja Van Mensel (Studio 100 Benelux)
- » Alexander Kmet (STVR)
- » Jo Daris (Toon 2 Tango)
- » Viviane Vanfleteren (Vivi Films)
- » Telidja Klai (VRT-Ketnet)
- » Vanessa Brookman (Warner Bros. Discovery)
- » Pierre de Fouquet



KEY PROFESSIONALS FROM THE ANIMATION INDUSTRY

- » 9 Story Media
- » Amplo
- » Animal Tank
- » BBC
- » Bpifrance
- » Brown Bag Films
- » C21 Media
- » CAKE Distribution
- » Centre du Cin ema et de l'Audiovisuel
- » Centre National du cin ema et de l'image anim ee (CNC)
- » Dreamwall
- » Flanders Image
- » Folioscope/Anima
- » Forbes Media
- » France T el visions (FTV)
- » Mediawan Kids & Family
- » Octopolis/nWave Pictures
- » Parrot Analytics
- » RTBF
- » Screen Flanders
- » Squarefish
- » Studio 100 Benelux
- » The Pack
- » Toon2Tango
- » Umedia Production
- » Vivi Film
- » VRT-Ketnet
- » Wallimage
- » Wallonie Bruxelles Images
- » Warner Bros. Discovery
- » ... And many others to meet during the event!

8. SUSTAINABLE AND RESPONSIBLE APPROACH

DISCOVER OUR NEW MOBILE APP

Discover our **new mobile application** “Cartoon Events” designed with **user-friendliness** in mind. It serves as a handy tool **to access all essential information** and **enhance your experience at Cartoon Business**.

The mobile app will allow you to:

- » Check the **event's agenda**
- » Learn more about the **keynotes, case studies and panels**
- » Access the full **list of participants** (including contact details)
- » **Chat** with other participants
- » Use the map to find usefull locations
- » Download your **travel voucher** etc...

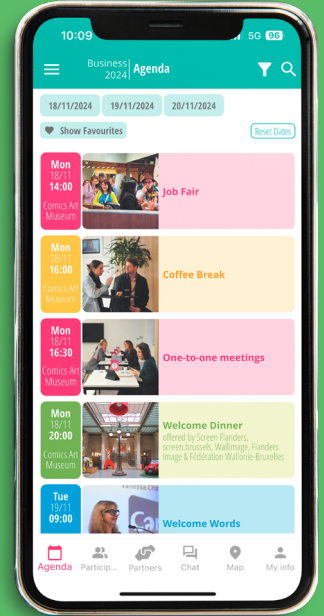
FIND OUR NEW MOBILE APP 'CARTOON EVENTS' ON:



App store



Play Store



© Cartoon

SUSTAINABILITY COMMITMENT

CARTOON wants to play its part in supporting the animation sector and **its stakeholders on issues of ecology and sustainability**. To this end, our commitments are reflected in the digital tools we have developed, as well as in the **measures we take during our events**.

Following discussions with our various partners and in order to carry out actions that make sense, **we have decided to begin a certification process for the organisation of more sustainable events**. Find out more about our sustainable commitment [here](#).

SUSTAINABILITY ON SITE

A list of sustainable measures we've planned during the event:

- » Encourage walking and the use of public transports by picking locations close from one another
 - » Selective waste sorting
 - » Available water fountains
 - » 100% vegetarian meal on Wednesday 20th
- Among others!

CODE OF CONDUCT

At CARTOON, we aim to create **safe** and **inclusive** events, where exchanges and discussions are based on **mutual acknowledgment** and where everyone is treated with **respect and as equals**. To find out more, [click here!](#)



OUR PARTNERS

Cartoon Business is organised by CARTOON - European Association of Animation Film with the support of **Creative Europe - MEDIA Programme of the European Union, Screen Flanders, Screen brussels, Wallimage, Flanders Image and Fédération Wallonie Bruxelles.**

OUR EVENTS

Cartoon Business was devised and created by CARTOON, an international non-profit association based in Brussels, aiming to support and promote the European animation industry. For over 30 years CARTOON has received financial support from Creative Europe - MEDIA Programme of the European Union to run its activities, which are concentrated in three areas:

- **CARTOON FORUM:** a co-production forum for animated series, mainly for television.

Next edition: 15 -18 September 2025 in Toulouse, France

- **CARTOON MOVIE:** a co-production forum for feature-length animation films, mainly for the cinema.

Next edition: 4-6 March 2025 in Bordeaux, France.

- **CARTOON MASTERS:** three training seminars per year for professionals in the industry, dealing with specialised subjects affecting the development of skills and trade involved in animation.

Next editions:

› CartoonNext (Marseille, France), 23-25 April 2025

› Cartoon Springboard (Madrid, Spain), 28-30 October 2025



CARTOON - Association Européenne du Film d'Animation

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