

Wednesday

25

## Teatro Nuovo

10:00

FOCUS ASIA  
All Genres Project Market  
Opening & Project Corner  
*@ Sala Fantoni*

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11:00

Coffee Break

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11:30

Panel: *Soft or Hard Sell?*  
*How Intl Distributors Can Tailor*  
*their Line-up for the Asian Market*  
With Pamela Bai (Hugoeast), Todd Brown (XYZ),  
Gilbert Lim (Sahamongkolfilm), Brice Tsao (IQIYI)  
and Michael Werner  
Moderated by Maggie Lee (Variety)  
*@ Sala Fantoni*

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14:00

Decision Makers lounge:  
*meet Sales & Festivals*  
(reserved to Focus Asia/Ties That Bind  
selected participants  
and EFP/EAVE producers)  
*@ Sala Fantoni*

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15:00

Get Ready for Cannes  
(reserved to Buyers and Festivals)  
*@ Sala Mezzanino*

## Restaurant DOK dall'Ava

13:00

Industry Lunch

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15:00

One-to-one meetings  
between Focus Asia/TTB  
Selected Projects and  
Focus Asia Industry Guests

## Teatro Nuovo

10:00

Panel: *The Golden Age of Global TV*  
With Massimo Gaudioso, Bryce Tsao (IQIYI),  
Cora Yim (FOX Network Group)  
and Meinolf Zurhorst (ZDF/Arte)  
Moderated by Andrea Fornasiero (Film Tv)

@ Sala Fantoni

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11:15

Coffee Break

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11:45

Panel: *Rethinking times: the new Asian  
remake trend and its business model*

With Henrik JP Åkesson (Trossfilm Ab),  
Yeonu Choi (CJ E&M), Mike Macari  
and Wonsun Shin (Hanmac Culture Group)  
Moderated by Mike Hostench (Sitges Int'l FF)

@ Sala Fantoni

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14:00

Decision Makers lounge: *meet Buyers*  
(reserved to Focus Asia/Ties That Bind  
selected participants  
and EFP/EAVE producers)

@ Sala Fantoni

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15:00

Get Ready for Cannes  
(reserved to Buyers and Festivals)

@ Sala Mezzanino

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## Restaurant DOK dall'Ava

13:00

Industry Lunch

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15:00

One-to-one meetings  
between Focus Asia/TTB  
Selected Projects and  
Focus Asia Industry Guests

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Thursday

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Friday  
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## Teatro Nuovo

10:30 Get Ready for Cannes  
(reserved to Buyers and Festivals)  
*@ Sala Mezzanino*

## Restaurant DOK dall'Ava

13:00 Industry Lunch

## Udine Chamber of Commerce

(reserved to Focus Asia/TTB selected participants)

9:00 Panel: *Product Placement in films*  
*@ Sala Valduga*

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11:15 Coffee Break

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11:30 One-to-one meetings Focus Asia/  
TTB Selected Projects  
and brands/investors  
*@ Sala dell'Economia*