

February 6, 2020

Nangang Exhibition Center Hall 1 APGS MAIN STAGE

TIME	AGENDA
10:00-10:30	Registration
10:30-11:00	Current Challenges and Future Prospects of Esports in Japan (J) KABUTA Minoru / Japan esports Union / Director
11:00-12:00	The Birth of "Bayonetta" and the PlatinumGames Style: Bridging Past and Future (J) Atsushi Inaba / PlatinumGames Inc. / Executive Vice President / Studio Head Hideki Kamiya / PlatinumGames Inc. / Senior Vice President / Chief Game Designer
13:30-14:00	Registration
14:00-15:00	Game Marketing Trends in Taiwan, Korea, China (K) Changhyun Cho / FSN ASIA / CEO of FSN ASIA / CEO of FSN Global & Innovative Group
15:00-15:30	Next Billion Gaming Marketing, Blockchain Gaming Legolas Liu / Animoca Brands / BD Manager
15:30-16:00	The Future of Augmented Reality Jennifer Pai / ARPLANET Digital Technology Co.,Ltd. / Founder & CEO
16:00-16:30	Overseas ACG Market, Development, Trends, and Opportunities Rainy Lo / QooApp Limited / Business Director

※(J): Japanese session. Simultaneous interpretation will be provided.

※(K): Korean session. Consecutive interpretation will be provided.

※The final agenda on the official website shall prevail.

February 7, 2020

Nangang Exhibition Center Hall 1 APGS MAIN STAGE

TIME	AGENDA
10:00-10:30	Registration
10:30-11:00	Bridging the Gap: Connect with Your Gamers on Social Media Channels Bonnie Wong / 9GAG Limited / Global Brand Partnership Manager
11:00-11:30	The Thematic Concepts of Game Music, and How It's Changed from 30 Years in the Past to Today (J) Manami Matsumae / Freelance Composer
11:30-12:00	DMM GAMES Business Strategy (J) KENICHI HAYASHI / DMM GAMES LLC / Business Alliance Division General Manager
13:30-14:00	Registration
14:00-14:30	Brand Strategy of Final Fantasy for 30 Years (J) Shinji Hashimoto / SQUARE ENIX CO., LTD. / 専務取締役
14:30-15:00	The Architecture of Using XR Technology from Entertainment to Enterprise (J) Koichi Shimizu / LinkedBrain Inc. / President & CEO
15:00-15:30	GungHo's Initiatives towards eSports, "Past, Today, and the View of the Future" (J) Kazuki Morishita / GungHo Online Entertainment, Inc. / Executive Producer / President & CEO
15:30-16:00	The Practicalities of Traditional Chinese Localization Mike Chang / BANDAI NAMCO Entertainment Taiwan Ltd. / Localization Manager
16:00-16:30	XR Exhibition Combined with IP - 《WOWWOW Festival》 Creating a Believable Virtual World Max Tai / WOWWOW Innovative Lab / CEO

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