

免費活動 《國際文創市場分享會》

解構歐亞三國商機趨勢

報名
QR code



本論壇邀請波蘭知名遊戲公司QLOC S.A.、日本最大規模禮品銷售電商平臺GIFTMALL, INC.及韓國大型連鎖創意文具通路商IOXIO TENBYTEN INC. 重量級買主代表，分享文創風光的無限商機，等您一起領略！



波蘭 PAWEL KSIĄZEK



日本 MISATO FURUICHI



韓國 MOONJAE LEE

• 日期：2024年4月19日（五）上午10:00-11:20 • 地點：台北世貿中心2樓第3會議室

主題	時間	主講人
主辦單位致詞 Opening	10:00-10:10	外貿協會代表 TAITRA Representative
波蘭遊戲產業發展與 市場策略 Insight to the polish gaming industry and market strategy	10:10-10:30	Mr. Pawel Książek Business Development Manager QLOC S.A
日本文創禮品市場趨勢 Giftionery Trends in Japan	10:30- 10:50	Ms. Misato Furuichi Merchandiser Giftmall, inc.
從設計文具走向IP周邊產品： 探索韓國市場趨勢 From Design Stationery to IP Merchandise Market: Navigating Trends in the Korean Market	10:50-11:10	Mr. Moonjae Lee
Q&A	11:10-11:20	所有主講人



**FREE
INTERNATIONAL
EVENT**



INTERNATIONAL CULTURAL AND CREATIVE MARKET TRENDS FORUM

Decoding Business Opportunities in three Eurasian Countries

In the wave of globalization, the cultural and creative industries have become key areas driving global economic development. With fast technological advancements, the industries are exploring new possibilities and diverse business opportunities.

PAWEŁ KSIAŻEK

TOPIC: INSIGHT TO THE POLISH GAMING INDUSTRY AND MARKET STRATEGY

Paweł Książek is Business Development Manager with over 10 years of experience. Having worked on physical and digital distribution, community and marketing services, services for video game industry. Believes in authentic and mutually beneficial relationships with partners. The company QLOC S.A. Worldwide recognized porting vendor, with the team of over 850 professionals specializing in Development, Art, Quality Assurance and Localization.



MISATO FURUICHI

TOPIC: GIFTIONERY TRENDS IN JAPAN

Misato Furuichi has spent over a decade as a merchandiser, creating products across a wide range of categories. Currently, she is active as the Chief Merchandiser for Giftmall, which operates one of Japan's largest online gift sites. Giftmall, inc., established in 2014, is a company that pushes forward a data-driven approach through the use of big data, AI technology, and creative collaboration. Our goal is to solve problems within the gifting sector and provide services filled with originality. We aim to create life-changing gift experiences through technology.



MOONJAE LEE

TOPIC: FROM DESIGN STATIONERY TO IP MERCHANDISE MARKET: NAVIGATING TRENDS IN THE KOREAN MARKET

Moonjae Lee, co-founder of 10X10 since 2001, oversees the establishment of business processes for efficient operations across online, offline, and B2B platforms. 10X10, founded by five architecture students, aimed to popularize a variety of products under the novel concept of a design shopping center, striving to bring unique joy to customers as a "Design Sensibility Channel."



2024/4/19, 10AM

FRIDAY

**Taipei World Trade Center
(TWTC) 2F, Room 3
NO.5, Hsin-Yi Rd., Sec 5,
Taipei, Taiwan**