



CARTOON BUSINESS TACKLES THE CHALLENGES OF THE ANIMATION INDUSTRY FROM THE HEART OF EUROPE

Cartoon Business, a top-level seminar focused on the new business models in the animation industry, is landing for the first time in Brussels. To be held on November 18-20, the event seeks to spark ideas and inspiration through keynotes, panels & case studies addressing the major financial and technological challenges facing the industry. The 211 participants from 23 countries attending the event will have the opportunity to learn from key players about ideas and financial strategies that have successfully spurred different businesses and initiatives - both public and private - within the animation industry. Organized by **CARTOON**, an international non-profit association based in Brussels, Cartoon Business will be hosted at various venues in the capital of Europe, including the Comic Art and the Autoworld museums, and Brussels spectacular Grand Place.

During the event, CEOs, VPs, producers, consultants, financiers, investors, distributors & sales agents, broadcasters and streamers will debate about the enormous changes A.I. has brought to the industry, the relationship with major media platforms such as YouTube or with Private Equity funds, the challenges faced by public broadcasters in a rapidly changing world, and a case study on the BBC's business strategy in Roblox universe, among other issues.

In this new edition, Cartoon Business turns the **spotlight on Belgium animation**, bringing together experienced professionals to look at new business models and discuss the challenges facing the industry. Showing a strong ambition for co-production, both within the country and internationally, Belgium'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 screening of two local short films - "Silent Panorama" by Nicolas Piret and "The Miracle" by Nienke Deutz – will put the host country creativity on display.

The [full list of speakers](#) and experts can be found here, while the programme is available [here](#).

For participants to further engage with international key players of the industry, Cartoon Business features a number of additional activities such as **one-to-one meetings** and, for the first time this year, a **Business Clinic** offering coaching sessions on animation-related issues by renown consultants such as Nairy Apelian, Janet Balmforth & Aimee Norman (Liberi Consulting), Nicolas Fisch (Mediawan Kids & Family), Stéphane Lieser (LIESERlaw), Aurélie Ortsman (Ortsman Avocat), Olja Rudic (Media Partners), and Lucas Sauvan (Act & Play).

Cartoon Business is also involved in fostering the new graduates entering the job market. In the afternoon of November 18, a [Job Fair](#) featuring regional companies will be held at the Comics Art Museum, offering young talents a chance to connect with local industry professionals and explore career opportunities. Six local companies will present their work and job opportunities to young talents before holding a networking session between young talents and company representatives.

Cartoon Business is co-funded by **Creative Europe MEDIA** in collaboration with **Screen Flanders, Screen Brussels, Wallimage, Flanders Image, and Fédération Wallonie-Bruxelles.**

About CARTOON

CARTOON is an international non-profit association based in Brussels which organises a number of events focused on animation, including co-production and pitching events Cartoon Forum (Toulouse) and Cartoon Movie (Bordeaux), and three training events: Cartoon Springboard (Madrid), Cartoon Business (Brussels), and CartoonNext (Marseille).

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