

Cartoon Business

12-14 November 2025
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](#)





*12-14 November 2025
Brussels (Belgium)*

Finding together the best growth models for and with animation

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1. CARTOON BUSINESS 2025

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

- » 12th - 14th November 2025
- » Autoworld (Brussels, Belgium)
- » Contact: masters@cartoon-media.eu

OUR PARTNERS

The main partners of Cartoon Business 2025 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

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

- » **Who's riding the market wave in Europe and how?**
- » **Building the next franchises and global icons**
- » **Seeking new audiences and distribution strategies**
- » **Inspiring entrepreneurs and innovative new ventures**

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



SPEAKERS

Cartoon Business 2025 gathers 33 speakers from 13 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](#).



BUSINESS CLINIC

This 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](#).



SOCIAL EVENTS

Enjoy Belgian gastronomy and **meet everyone at the Welcome Dinner at BELvue**. All participants have lunches together **at Autoworld** and can network in a cosy atmosphere. To cap off the event, join us for the **Farewell Cocktail also at Autoworld!**



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 **Wednesday 12 November at Hotel NH Berlaymont, Boulevard Charlemagne 11/19, 1000 Bruxelles**.

These meetings are upon registrations. On the Cartoon Business registration form, there is a box to tick for participant to indicate if they want to take part in the one-to-one meetings.



4. STATISTICS

Speakers

SPEAKERS

33 Speakers

From 13 different countries

63,6% are Newcomers



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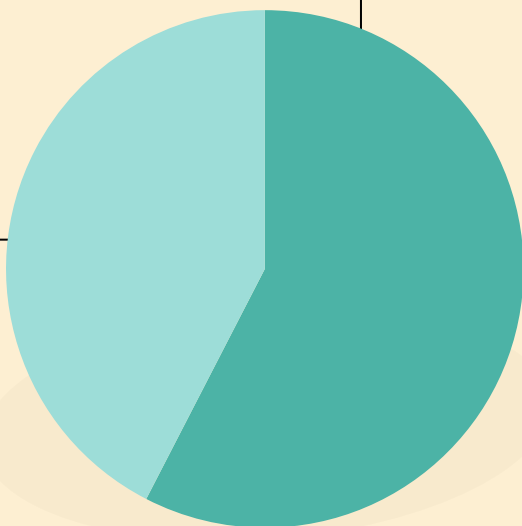
BY GENDER

58%

Male

42%

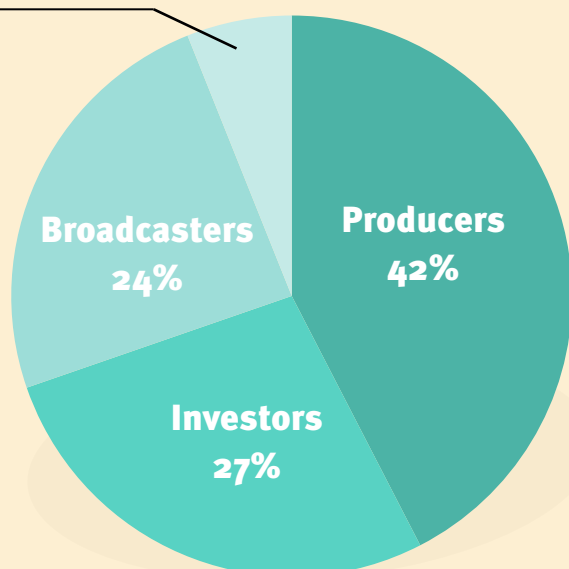
Female



BY CATEGORIES

Key Creatives

6%



BY COUNTRIES

France	9
United Kingdom	8
Belgium	3
Ireland	3
Spain	2
Czechia	1
Germany	1
Netherlands	1
Norway	1
Poland	1
Slovakia	1
Ukraine	1
USA	1

5. INVOLVING THE NEW GENERATION

In the afternoon of 12 November, a Job Fair featuring Belgian companies will be held at the Hotel NH Berlaymont, offering young Belgian talents a chance to connect with local industry professionals and explore career opportunities.



PROGRAMME

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

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

This initiative is open to all young Belgian 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.

COMPANIES THAT WILL BE PRESENTED

**ANIMAL
TANK**



THE PACK

nWave
studios

SUBMARINE

dreamWall



6. ANIMATION IN BELGIUM

SPOTLIGHT ON BELGIAN ANIMATION

The 2025 edition of Cartoon Business, from 12 to 14 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 the Centre du Cinéma et de l'Audiovisuel, Wallonie Bruxelles Images, Wallimage, screen.brussels, Flanders Audiovisual Fund, Screen Flanders and Flanders Image..



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 2024 Screen Flanders invested 165,000 euros in animation series. The total VAF support for script, development and production of animated films and series in 2024 was 2.6 million euros.

High-profile titles include Nicolas Keppens' Oscar nominated short film ***Beautiful Men*** (produced by Animal Tank), the feature films ***The Songbirds' Secret*** (co-produced by Lunanime), ***A Magnificent Life*** by Sylvain Chomet (co-produced by Walking The Dog), and ***Juul*** (produced by Fabrique Fantastique), and the animated series ***Mush-Mush & The Mushables*** (produced by Thuristar), ***Mister Paper*** (produced by Mockingbird Productions), and ***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 © Eagle Eye/Creative Conspiracy



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

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.

In 2024, Wallimage, the region's economic fund, invested 2.2 million euros in 13 animation productions (9 feature films and 4 series).

Recent high-profile co-productions include ***In Waves*** (coproduced by Taka, Panique!), ***Dandelion's Odyssey*** (co-produced by Umedia Production), ***Spiked!*** (co-produced by Freaks Factory), ***Allah is not obliged*** (co-produced by Need Productions, Lunanime), ***Valemon : The Polar Bear Prince*** (co-produced by Vivi Film, Beside Productions), ***The Inseparables***, ***Yulgy***, ***Chickenhare and the Secret of the Groundhog*** (produced by nWave Pictures), ***The Most Precious of Cargoes*** (co-produced by Les Films du Fleuve), ***Jim Queen*** (co-produced by Umedia Production), ***Hamsters*** (produced by 20 Pictures to Midnight), ***Big Lizard*** (co-produced by Bardaf! Productions), ***The Smurfs*** (produced by Peyo Company), ***The Legendaries***, ***El Tesoro de Barracuda***, ***The Marsupilamis*** (co-produced by Belvision).

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 2023/2024, the CCA put more than 1.71 million euros into the animation sector, including 480,000 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 2025, four animated feature films supported by the CCA were presented in the official selections of the Annecy festival: ***Allah Is Not Obligated*** by Zaven Najjar; ***Olivia and the Invisible Earthquake*** by Irène Iborra; ***Mary Anning*** by Marcel Barelli and ***The Secret of the Chickadees*** by Antoine Lanciaux. In addition, the CCA has recently supported ***Melville***, a promising feature project by Romain Renard, produced by Need Production and ***Hyacinthe*** by Gerlando Infuso, produced by Wrong Men. Since 2024, the CCA has also supported animated series, marking a new commitment to diversity and innovation in the animation sector.

[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.



Planètes ©Umedia/Miyu Productions/Ecce Films



Les Marsupilamis ©2025/Dupuis Audiovisuel/Belvision/Dargaud
Media/VRT-Ketnet/RTBF



THE BRUSSELS-CAPITAL REGION

Animation in the Brussels-Capital Region is supported by [screen.brussels](#), which has invested in almost 50 animated features and series since 2016. In 2024, it has invested 838,000 euros in five animated features and one series. So far, the investment for 2025 amounts to more than 500,000 euros, for three animated features and two series.

The Brussels Animation Valley produces features, series and shorts, with recent notable titles including: **Melville** (produced by Walking the Dog and Need Productions) **Savages**, **Our Summer of Freedom**, **The Tinies** and **Olivia and the Invisible Earthquake** (all co-produced by Panique!); **Yugly**, **The Inseparables** and **Chickenhare** (produced by nWave Pictures); **Sirocco and the Kingdom of the Winds** (co-produced by Take Five); **Valemon**, **The Polar Bear Prince**, **Upside Down River** and **Titina** (co-produced by Vivi Film); **The Magnificent Life of Marcel Pagnol** and **Outfoxed** (produced by Walking the Dog); **Le Corset** (produced by Be Side); **Patouille et Momo**, **Night of the Zoopocalypse** (produced by Umedia); **Bottanix** (produced by Stacka) and **La grande rêvasion** (produced by Kwassa Films).

And throughout Belgium, further private investments flow into animation thanks to the federal government's Tax Shelter Incentive.

The international animation festival [Anima](#) (20 february to 1 march 2026) 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 Thursday 13 November at 12:45 & Friday 14 November at 12:45 at Autoworld.

Beautiful Men

Directed and written by **Nicolas Keppens**
Produced by **Animal Tank (BE)**, **Miyu Productions (FR)** & **Ka-Ching Cartoons (NL)**
(Thursday 13 November at 12:45)

The insecurities of three bald brothers intensify during their stay in an Istanbul hotel for hair transplants.



Beautiful Men © Animal Tank/Miyu Productions/Ka-Ching Cartoons

In Thousand Petals

Directed and written by **Louise Bongartz**
Produced by **Camera-etc (BE)** & **Ozù Productions (BE)**
(Friday 14 November at 12:45)

A young married woman gathers the sweet memories of her idyll. On closer inspection, she leaves bits of herself behind...



In Thousand Petals © Camera-etc/Ozù Productions

7. MEET THEM AT CARTOON BUSINESS 2025!

SPEAKERS

- » Adam Shaw (Blue Zoo Animation)
- » Alfonso De Ascanio (Amuse Studios)
- » Alissa Aubenque (Ecoprod)
- » Bruno Felix (Submarine Animation)
- » Cecilia Persson (BBC Studios Kids & Family Productions)
- » Charles Courcier (Soupir)
- » David Kleeman (Dubit)
- » Ellen Ramstad (Norwegian Broadcasting Corporation (NRK))
- » Jakub Karwowski (Letko)
- » Jiella Esmat (8 Lions Entertainment)
- » Jiří Mika (PFX)
- » Joe McCulloch (BBC)
- » Kevin Davoren (IDA Ireland)
- » Kristine Knudsen (Den siste skilling)
- » Lucia Dubravay Trautenberger (Bear With Me Distribution)
- » Marta Lisbona (Teidees Audiovisuals)
- » Nea Simone-Williams (Bespoke Media Marketing)
- » Nicky Coyle (Northern Ireland Screen)
- » Nicolas Fisch (Mediawan Kids & Family)
- » Olga Cherepanova (Misty Fox)
- » Oliver Hyatt (Blue Zoo Animation)
- » Perrine Gauthier (La Cabane Productions)

- » Pierre Siracusa (France Télévisions (FTV))
- » Samy Therain (Sekai)
- » Telidja Klaï (VRT-Ketnet)
- » Tom Box (Blue Zoo Animation)



KEY PROFESSIONALS FROM THE ANIMATION INDUSTRY

- » 8 Lions Entertainment
- » Amuse Studios
- » Ankama
- » Bayard Jeunesse Production
- » BBC
- » BBC Studios Kids & Family Productions
- » Bear With Me Distribution
- » Bespoke Media Marketing
- » Blue Zoo Animation
- » Cartoon Saloon
- » De Hofleveranciers
- » Den siste skilling
- » Dreamwall
- » Dubit
- » Ecoprod
- » Folivari International
- » France Télévisions (FTV)
- » IDA Ireland
- » La Cabane Productions
- » Letko
- » Magelis
- » Mediawan Kids & Family
- » Misty Fox
- » Northern Ireland Screen
- » Norwegian Broadcasting Corporation (NRK)
- » PFX
- » RTBF
- » Sekai
- » Soupir
- » Submarine Animation
- » Teidees Audiovisuals
- » VRT-Ketnet

8. OUR SUSTAINABLE APPROACH

DISCOVER OUR MOBILE APP

Discover our **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...

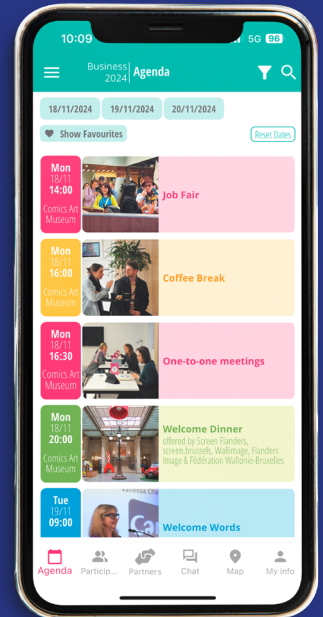
FIND OUR
MOBILE APP
CARTOON
EVENTS ON:



App store



Play Store



© Cartoon



CODE OF CONDUCT

At CARTOON, we aim to create **safe** and **inclusive** events where discussions are based on **mutual respect** and **equality**. That’s why we support the **Keep Festive** initiative, which provides tools like complaint forms and guidelines to help prevent and address harassment, ensuring all participants feel respected and protected.

To find out more, [click here!](#)

KEEP FESTIVE
\\(^-^)/

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 Friday 14th

Among others!

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: 14 -17 September 2026 in Toulouse, France

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

Next edition: 3-5 March 2026 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), 8-10 April 2026

› Cartoon Springboard (Madrid, Spain), 27-29 October 2026