

Cartoon Business

24-26 November 2026
Brussels (Belgium)



PRESS KIT

FINDING TOGETHER THE BEST GROWTH MODELS FOR AND WITH ANIMATION

PRESS AREA

CONTACT

Press attaché:

Gerardo Michelin

gerardo@latindie.com

Tel : (+34) (630) 57 22 68



CARTOON - European Association of Animation Film
Buro & Design Center - Esplanade 1 - Box 99
1020 Brussels - Belgium

masters@cartoon-media.eu

Tel : +32 2 245 12 00

www.cartoon-media.eu



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





24-26 November 2026
Brussels (Belgium)

FINDING TOGETHER THE BEST GROWTH MODELS FOR AND WITH ANIMATION

TABLE OF CONTENT

1 - CARTOON BUSINESS 2026	1
2 - HOW DOES IT WORK?	2-3
4 - STATISTICS	4
5 - INVOLVING THE NEW GENERATION	5
6 - ANIMATION IN BELGIUM	6-8
7 - MEET THEM AT CARTOON BUSINESS 2026!	9
8 - OUR SUSTAINABLE APPROACH	10

1. CARTOON BUSINESS 2026

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

- » 24th - 26th November 2026
- » Area 42 (Brussels, Belgium)
- » Contact: masters@cartoon-media.eu

OUR PARTNERS

The main partners of Cartoon Business 2026 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 2026 gathers 29 speakers from 11 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](#).



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 **Tuesday 24 November at Area 42, Rue des Palais 46, 1030 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.

SOCIAL EVENTS

Enjoy Belgian gastronomy and **meet everyone at the Welcome Dinner at BELvue**. All participants have lunches together **at Area 42** and can network in a cosy atmosphere. To cap off the event, join us for the **Farewell Cocktail also at Area 42!**



4. STATISTICS

Speakers

SPEAKERS

29 Speakers

From 11 different countries

62% are Newcomers

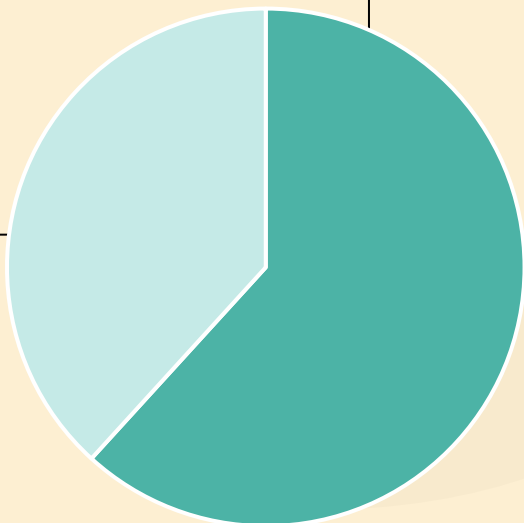
BY GENDER

62%

Male

38%

Female



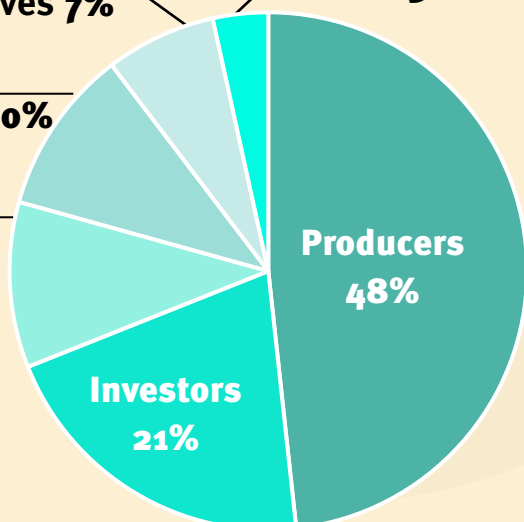
BY CATEGORIES

Key Creatives 7%

Game 3%

Institutions 10%

Broadcasters 10%



BY COUNTRIES

France	10
United Kingdom	5
Belgium	4
Denmark	2
Ireland	2
Canada	1
Czechia	1
Estonia	1
Germany	1
Netherlands	1
Spain	1

5. INVOLVING THE NEW GENERATION

A Connections Hub featuring Belgian and international companies will be held during Cartoon Business, offering young talents a chance to connect with industry professionals and explore career opportunities.



© Cartoon

This initiative is open to all young Belgian talents attending the event as well as registered Belgian companies and international professionals interested. 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.

INTERNATIONAL PROFESSIONNALS

- **Julien Borde** (President at Mediawan Kids & Family - France)
- **Michael Ford** (CEO & Creative Director of Threewise Entertainment - United Kingdom)
- **Jérôme Mazandarani** (Head of Anime & Independant Producer - United Kingdom)
- **Sylvain Santos** (CCO of Chouette Compagnie - France)
- **Sif Savery** (Director & Animation Supervisor at Nørlum - Denmark)
- **Martin Vandas** (CEO of MAUR Film - Czech Republic)

PROGRAMME

TUESDAY 24 NOVEMBER

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.

WEDNESDAY 25 NOVEMBER

17:45 - 19:15: Networking sessions between young talents and international company representatives (15 minutes per meeting)

LOCAL COMPANIES THAT WILL BE PRESENTED



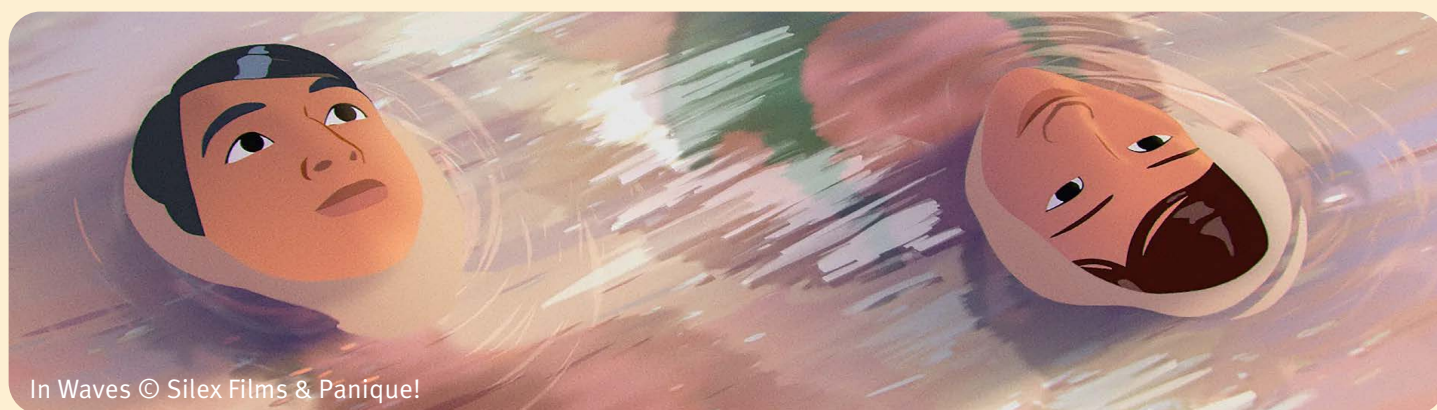
6. ANIMATION IN BELGIUM

SPOTLIGHT ON BELGIAN ANIMATION

The 2026 edition of Cartoon Business, from 24 to 26 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..



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 2025 Screen Flanders invested 860,000 euros in one animation series and two animated films. The total VAF support for script, development and production of animated films and series in 2025 was 3.5 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 ***Luce and the Rock*** (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.





WALLONIA-BRUSSELS

The [Centre du Cinéma et de l'Audiovisuel \(CCA\)](#) of the Fédération Wallonie-Bruxelles is the main partner for French-speaking Belgian audiovisual production. In 2024/2025, the CCA allocated around 1.63 million euros to the animation sector, including 760,000 euros for short films. During that period, 27 animation projects were supported by the Commission du Cinéma, including 19 animated shorts and 6 animated feature films, while the Commission Séries also supported animation through a writing grant for one animation series project. The CCA also contributes to the production of around 25 school films each year.

In 2026, two animated feature films supported by the CCA were presented in the official selections of the Annecy festival but also in Cannes in the Un Certain Regard section and at La semaine de la Critique: ***Iron Boy*** by Louis Clichy; ***In Waves*** by Phuong Mai Nguyen.

[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.

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.

Within its audiovisual activities, animation is a particularly dynamic sector. In 2025, Wallimage invested 2.5 million euros in 13 animation productions (5 feature films and 8 series).

Recent high-profile coproductions include ***In Waves*** (coproduced by Taka, Panique!), ***Jim Queen*** (coproduced by Umedia Production), ***Girl in the Clouds*** (coproduced by Scope Pictures), ***The Marsupilamis*** (coproduced by Belvision), ***The Smurfs*** (produced by Peyo Company), ***Yugly*** (produced by nWave Pictures), ***Dudley and the invasion of the space slugs*** (coproduced by Freaks Factory), ***Yakari, Coeur de Brave*** (coproduced by Belvision), ***Migali, Princesse Araignée*** (coproduced by Bardaf! Productions), ***La bande à Ducobu*** (coproduced by Umedia).





Savages © Nadasdy Film, Panique!, Haut et Court Production, Helium Films, Beast Animation, Personne n'est parfait & RTS

THE BRUSSELS-CAPITAL REGION

Animation in the Brussels-Capital Region is supported by [screen.brussels](https://screen.brussels.be), which has invested in almost 58 animated features and series since 2016 accounting 20 % of our investments. In 2025, it has invested 851,000 euros in three animated features and four series. So far, the investment for 2026 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) **Putain de chat**, **Savages**, **Our Summer of Freedom**, **The Tinies and Olivia** and **the invisible earthquake** (all coproduced by Panique!); **Yugly** and **The Inseparables** (produced by nWave Pictures); **Sirocco and the Kingdom of the Winds** (coproduced by Take Five); **Hold on Gaston Valemon**, **The Polar Bear Prince**, **Ewilan's Quest** **Upside Down River** and **Titina** (coproduced by Vivi Film); **The Magnificent Life of Marcel Pagnol** and **Outfoxed** (produced by Walking the Dog); **Iron Boy** (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](https://anima.be) (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 sucessfull productions** from the territory, come and watch the screening of two local short films on Wednesday 25 November at 12:45 & Thursday 26 November at 12:30 at Area 42.

La Petite Reine Blanche

Directed by **Théo Hanosset & Mathieu Georis**
Produced by **OZÛ Productions (BE)**, **XBO Films (FR)** & **RTBF (BE)**

Plunged into the warm darkness of a summer night, the streetlights of Ottignies illuminate cars floating in the air. The next morning, a crop circle in the shape of an hourglass appears on the Place du Centre, now a parking lot. Two teams of pelota ball, a local sport driven out by cars more than 30 years ago, confront each other, causing the traffic to stop.



La Petite Reine Blanche © OZU Productins, XBO Films & RTBF

MELK

Directed by **Filip Anthonissen**
Produced by **Animal Tank (BE)**

After Charel kills his mother's favorite fish, he runs away from home. When he returns, determined to make amends, all hell breaks loose.



MELK © Animal Tank

7. MEET THEM AT CARTOON BUSINESS 2026!

SPEAKERS

- » Jérôme Mazandarani (8 Lions Entertainment)
- » Kristel Töldsepp (A Film Estonia)
- » Sixte de Vauplane (Animaj)
- » Benoit Di Sabatino (Banijay Kids & Family)
- » Patricia Hidalgo (BBC)
- » Morgann Gicquel (Bobbypills)
- » Sylvain Santos (Chouette Compagnie)
- » Martin Engelhardt Hansen (DR)
- » Lauri Saunders (ABRACA)
- » Tom Van Gestel (Fabrique Fantastique)
- » Michael Hirsh (Floating Island Entertainment)
- » Tiphaine de Raguenel (France Télévisions)
- » Josselin Charier (HARI)
- » Céline Dornier (IPR.VC)
- » David Beauvallet (Magelis)
- » Mark Taynton (Marky Sparky Media)
- » Martin Vandas (MAUR Film)
- » Julien Borde (Mediawan Kids & Family)
- » Pierre Baussaron (Miyu Productions)
- » Anne-Laure Guégan (Need Productions)
- » Sif Savery (Nørlum)
- » Louis Maire (O'Brother Distribution)
- » Silke Hassreiter (Breda University of Applied Sciences)
- » Maria Coronado Alvarez (SETT)
- » Emmet O'Neill (StoryToys)
- » Martin Krieger (Studio 100 International)
- » Michael Ford (Threewise Entertainment)
- » Antony Fraser (Wavecrest Media)
- » Catherine Roycroft (Cartoon Saloon)



KEY PROFESSIONALS FROM THE ANIMATION INDUSTRY

- » A Film Estonia
- » ABRACA
- » Animaj
- » Banijay Kids & Family
- » BBC
- » Bobbypills
- » Cartoon Saloon
- » Chouette Compagnie
- » DR
- » Ecoprod
- » Fabrique Fantastique
- » Floating Island Entertainment
- » France Télévisions (FTV)
- » HARI
- » IPR.VC
- » Lazy Sunday
- » Magelis
- » Marky Sparky Media
- » MAUR Film
- » Mediawan Kids & Family
- » MGL Creative
- » Miyu Productions
- » Need Productions
- » Nørlum
- » O'Brother Distribution
- » Option Media
- » SETT
- » Something Big
- » StoryToys
- » Studio Toon Fox
- » Studio 100 International
- » Studio Stray Dogs
- » Studio Zmei
- » Take Five
- » And many more...

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...

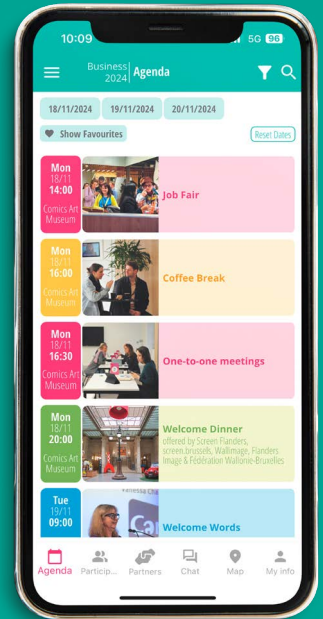
FIND OUR
MOBILE APP
CARTOON
EVENTS ON:



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 Thursday 26

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: 13 -16 September 2027 in Toulouse, France

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

Next edition: 2-4 March 2027 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), 13-15 April 2027

› Cartoon Springboard (Madrid, Spain), 26-28 October 2027