ASEAN-KOREA Partnership Project for Innovative Culture

ASEAN-KOREA INNOVATIVE CULTURE FORUM 2026



On Human Creative Sovereignty

Shaping the Future of Imagination and Cultural IP

7 November 2026, 10:00–17:00
Ayala Museum, Manila, Philippines

Ministry of Culture, Sports and Tourism | KOFICE Korean Foundation for International Cultural Exchange | ASEAN FOUNDATION

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Ministry of Culture, Sports and Tourism

KOFICE
Korean Foundation for International Cultural Exchange

ASEAN FOUNDATION

HOSTED BY
Ministry of Culture, Sports and Tourism (MCST) of the Republic of Korea

ORGANISED BY
Korean Foundation for International Cultural Exchange (KOFICE)

IN COLLABORATION WITH
ASEAN Secretariat, ASEAN Foundation

2026 © ASEAN-KOREA Partnership Project for Innovative Culture (PIC)



2025 ASEAN-KOREA Innovative Culture Forum, National Art Gallery, Singapore



2025 ASEAN-KOREA Innovative Culture Forum, National Art Gallery, Singapore



2025 ASEAN-KOREA Innovative Culture Forum, National Art Gallery, Singapore

ABOUT

The **ASEAN–Korea Partnership for Innovative Culture (PIC)** builds a cooperative framework for mutual prosperity and shared growth between Korea and ASEAN and strengthens sustainable cultural exchange.

Since its launch in 2020, PIC has developed diverse programs centered around the Forum, fostering **future-oriented solidarity** and continued cultural cooperation between ASEAN and Korea. Together, these efforts are expanding the **foundation for stronger cultural partnerships** between ASEAN and Korea.

FOREWORD

As we mark the 37th anniversary of ASEAN–Korea dialogue relations, it is my great privilege to welcome you to the **ASEAN–Korea Innovative Culture Forum 2026**. This event is hosted by the Ministry of Culture, Sports and Tourism (MCST) of the Republic of Korea and organized by the Korea Foundation for International Cultural Exchange (KOFICE) as part of the **ASEAN–Korea Partnership Project for Innovative Culture (PIC)**.

The year 2026 holds particular significance as the Philippines serves as the ASEAN Chair, guiding the region toward unity and shared prosperity under the theme "**Navigating Our Future, Together**," which embodies the values of solidarity and mutual growth. Against this backdrop, it is particularly meaningful to create a space for cultural exchange in the Philippines, a country with a vibrant and diverse cultural landscape.

Today, the global cultural industry stands at a major turning point driven by rapid technological advancement. While technology broadens the horizons of creation, it also calls for deeper reflection on the intrinsic value of human imagination and creative sovereignty.

In this context, this year's Forum is held under the theme **"On Human Creative Sovereignty: Shaping the Future of Human Imagination and Cultural IP**." Moving beyond an understanding of cultural IP solely in terms of legal rights or commercial assets, we aim to reexamine it as an essential resource through which human imagination generates cultural value and supports the development of a sustainable cultural ecosystem. We will explore this perspective through keynote speeches and sessions covering policy, industry, collaboration, and youth.

This meaningful dialogue has been made possible through the invaluable support of the **ASEAN Foundation** and the **ASEAN Secretariat**, as well as the participation of distinguished speakers who have traveled from across **ASEAN and Korea** to share their valuable insights. We also extend our sincere appreciation to **IndoArtNow** for their dedicated collaboration on the exhibition and to all our partners for making this event possible.

It is our earnest hope that this Forum will serve as a lasting bridge for mutual cultural engagement and shared prosperity through creativity between ASEAN and Korea.
Thank you.

Changsik PARK
President, KOFICE

History & Overview

ASEAN–KOREA Innovative Culture Forum (2020–2025)

ASEAN-ROK CULTURE INNOVATION SUMMIT **2020**



Culture Innovation for ASEAN-ROK

DATE : 21-22 OCT, 2020
VENUE: Online Forum

ASEAN-ROK CULTURE INNOVATION SUMMIT **2021**



ASEAN-ROK Prospering Together Through Culture and Technology

DATE : 3 SEP, 2021
VENUE: Online Forum

ASEAN-KOREA INNOVATIVE CULTURE FORUM **2022**



ASEAN-KOREA : Leap Forward with Cultural Resilience

DATE : 26 OCT, 2022
VENUE: Don Chan Palace Hotel & Convention Vientiane, LAO PDR

2023 ASEAN-KOREA INNOVATIVE CULTURE FORUM



PERSEVERANCE : Creativity on the Border

DATE : 15-16 NOV, 2023
VENUE: Taman Ismail Marzuki, Indonesia

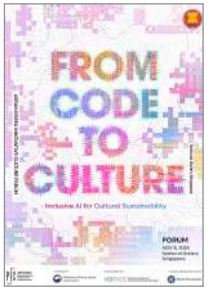
2024 ASEAN-KOREA INNOVATIVE CULTURE FORUM



CREATIVE AI FOR INCLUSIVE SOCIETY

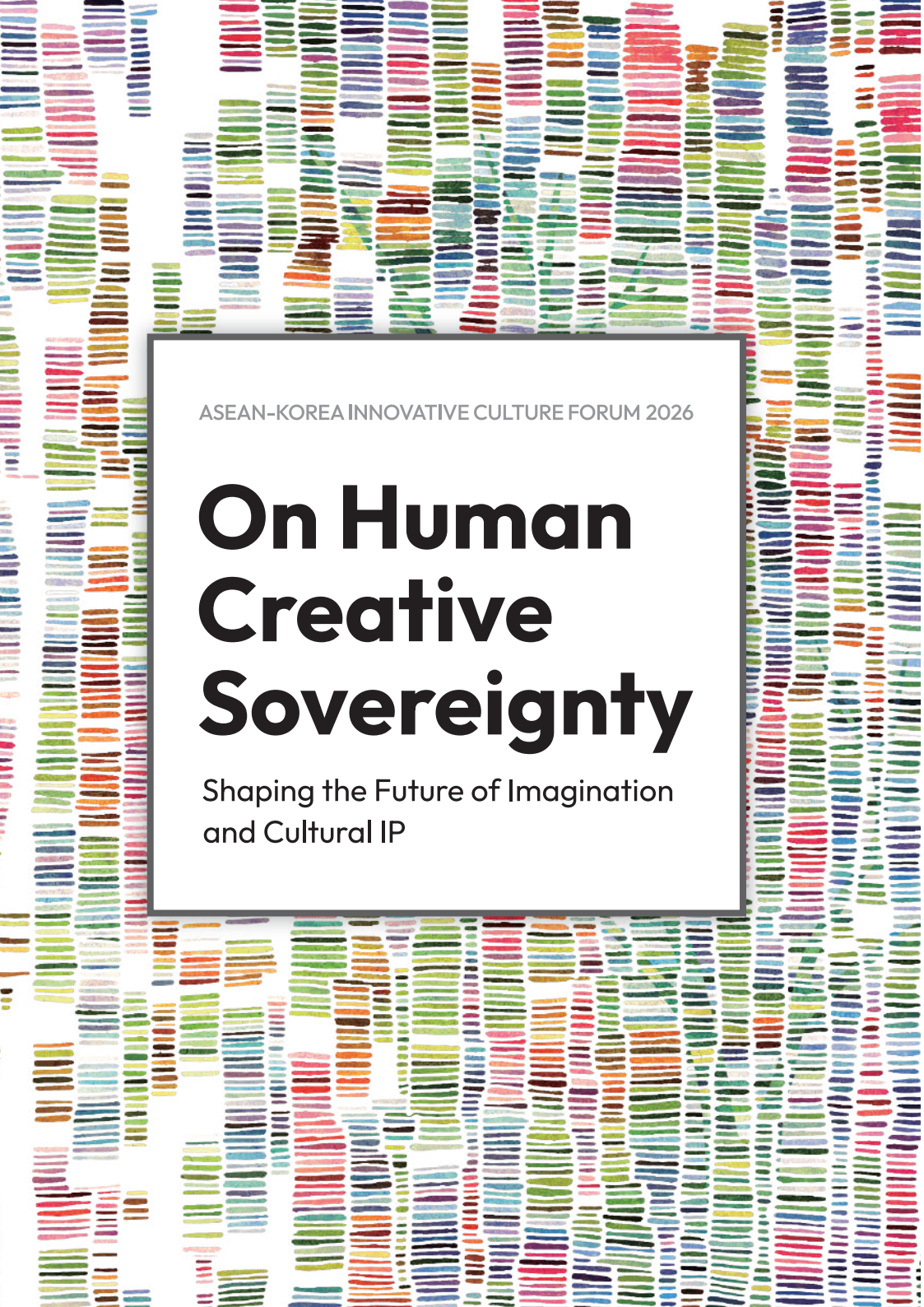
DATE : 26-27 OCT, 2024
VENUE: National Art Gallery Malaysia, Malaysia

2025 ASEAN-KOREA INNOVATIVE CULTURE FORUM



From Code to Culture: Inclusive AI for Cultural Sustainability

DATE : 8 NOV, 2025
VENUE: National Gallery Singapore, Singapore



INTRODUCTION

Intellectual Property (IP) has long served as the fundamental pillar of the creative ecosystem—safeguarding the rights of creators, fueling artistic vision, and driving industrial expansion across nations. However, as rapid digital transformation and generative artificial intelligence continue to reshape the boundaries of human expression, we stand at a critical juncture that demands a profound re-examination of what IP truly represents.

Beyond its traditional boundaries as a legal framework or commercial mechanism, cultural IP is evolving into a vital narrative of **custodianship** and a dynamic **shared cultural commons**. It is within this living ecosystem that human imagination, local identities, and creative sovereignty generate deep cultural resonance, expanding far beyond financial valuation. True innovation springs not merely from technological tools, but from the everyday ideas, stories, and lived experiences of individuals that mature into enduring cultural assets.

Taking place on **Saturday, 7 November 2026, at the Ayala Museum in Manila, Philippines**, this year's Forum brings together policymakers, industry leaders, cultural practitioners, and youth from across Korea and the ASEAN region. Under the central theme, "**On Human Creative Sovereignty: Shaping the Future of Human Imagination and Cultural IP**," we aim to explore how human imagination can be nurtured, protected, and elevated in an era dominated by automated synthesis.

Through an impactful Keynote Speech and four dedicated sessions—focusing on **Policy, Industry, Collaboration, and Youth**—the Forum will examine the evolving legal and institutional landscape, highlight pioneering industry models, present sustainable framework proposals for ASEAN-Korea multilateral cooperation, and amplify the vibrant voices of the next generation.

Complementing the Forum, a specially curated **Exhibition** will feature transformative works by artists from ASEAN and Korea. By translating abstract concepts of cultural IP into tactile visual and sensory narratives, the exhibition invites participants to reflect on the infinite possibilities of human-centered artistic creation.

We warmly invite you to join this pivotal dialogue as we together cultivate a resilient, sustainable, and inclusive cultural IP ecosystem that honors human creativity and safeguards the creative sovereignty of future generations.

Programme & Sessions

ASEAN-KOREA Partnership Project for Innovative Culture

Time	Content	
10:00–10:30	Opening Ceremony	
10:30–11:00	KEYNOTE SPEECH	**Community-Driven IP Expansion: 24 Years of the MapleStory Franchise** Chang Sup KIM (KOR)
11:00–12:10 **Moderator :** Jonathan TAN Ghee Tiong (SGP)	Session 1	**POLICY : Building an Enabling Environment for Cultural IP** Discussion on policy, public-sector roles, and key challenges in building a sustainable Cultural IP ecosystem **Speakers :** Ari Juliano GEMA (IDN), Ji Hoon YANG (KOR), Josephine SANTIAGO (PHL)
12:10–13:00	Lunch	
13:00–14:10 **Moderator :** Panu AREE (THA)	Session 2	**INDUSTRY : Turning Imagination into IP; Content Creation and Global Expansion** Sharing practical examples of developing and expanding Cultural IP and creating industry value **Speakers :** LE Quoc Vinh (VNM), Peter YAP (MMR), YEO Lay Kuan Jean (SGP)
14:10–14:35	Coffee Break & Exhibition Artist Talk	
14:35–15:45 **Moderator :** Tara GUJADHUR (LAO)	Session 3	**COLLABORATION : Connecting the Dots, Linking ASEAN-Korea Cultural IP Cooperation** Exploring sustainable models and connections for ASEAN-Korea cooperation **Speakers :** Dirce FREITAS MENDES (TLS), Young Kyung KO (KOR), Zainol Haqim bin Zainol Rashid (MYS)
15:45–16:45	Session 4	**YOUTH : Co-creating the Future of Cultural IP** A next-generation perspective on cultural IP and an ASEAN-Korea youth team proposal inspired by shared cultural assets **Speakers :** Elijah Luiz CANLAS (PHL) [Youth Team] Duonglina DAM (KHM), Siti Khaliysah Zahiah DAYINIE (BRN), Marylin Nnenna IGBOKE (IDN), Yun Yeong KIM (KOR)
16:45–17:00	Closing Ceremony	

Opening Ceremony



OPENING REMARKS

Changsik PARK (KOR)

Changsik PARK serves as president of the Korean Foundation for International Cultural Exchange (KOFICE). He began his career as a producer in the drama production department at MBC and later became CEO of Kim Jong-hak Production, where he produced numerous acclaimed dramas that have become landmarks in Korean television. His portfolio includes more than 50 titles, including Eyes of Dawn (1991), The Sandglass (1995), and Lee San, Wind of the Palace (2007).

He also served as president of the Korea Drama Production Association from 2011 to 2018, contributing significantly to the development of the drama industry. As a member of the 19th National Assembly from 2012 to 2016, he played a pivotal role in shaping legislation and policies related to cultural affairs. From 2016 to 2018, he served as president of Digital Seoul Culture & Arts University, where he focused on connecting education with the arts and culture sectors.



CONGRATULATORY REMARKS

Jonathan TAN Ghee Tiong (SGP)

Jonathan Tan is the Head of the Culture and Information Division under the Sustainable Development Directorate, ASEAN Socio-Cultural Community Department at the ASEAN Secretariat in Jakarta.

His portfolio supports regional cooperation in the arts and culture, as well as the information and media sectors. He has worked in the Government service of Singapore, including the Monetary Authority of Singapore, Ministry of Foreign Affairs and the Koerber Foundation in Berlin, Germany.
He is a graduate of the School of Oriental and African Studies, University of London and the School of English & American Studies at the University of Sussex.

Closing Ceremony



CLOSING REMARKS

Piti SRISANGNAM (THA)

Dr. Piti Srisangnam holds a Ph.D. degree in Economics and Commerce from the University of Melbourne (Australia), and an M.A. degree in International Economics and Finance from Chulalongkorn University (Thailand). He has been teaching International Economics and ASEAN Studies for bachelor and master degree students at Chulalongkorn University since 2002.

He has been Deputy Director for Academic Affairs of the Centre for European Studies from 2010 to 2012 and Deputy Director for Academic Affairs of the ASEAN Studies Center in 2012, both at Chulalongkorn University, before he became Director of the Center in 2013.

He has been selected for the 2019 Rising Star Royal Thai Government Scholarships Association Award: Rising Star. In 2021, he was granted the Dongfang Scholarships to become a visiting scholar at Peking University. In 2023, He received the Australian Alumni of the Year award from the Australian Alumni Association of Thailand and Australian Embassy, Thailand.

At present, Piti Srisangnam holds the position of the Executive Director of the ASEAN Foundation, a regional inter-governmental body established by the ASEAN leaders in December 1997 to promote greater awareness, deeper understanding, and closer engagement among the peoples of ASEAN as well as to contribute to the region's development. He is based in Jakarta, Indonesia.

Keynote Speaker



KEYNOTE SPEECH

Chang Sup KIM (KOR)

Community-Driven IP Expansion Strategies
24 Years of the MapleStory Franchise

As AI advances, creating high-quality products is becoming increasingly accessible.
In this era, the power of intellectual property (IP) lies in the people who enjoy it together and the shared context that connects them.

Through the lens of "IP = Community = People Who Share Common Experiences," this talk explores how MapleStory has grown from a single PC online game launched in 2003 into a franchise encompassing five or more live-service games and a diverse range of ventures beyond gaming.

Drawing on concrete examples, the talk presents a three-stage expansion strategy anchored in the core community: broadening the gamer community through mobile games, more casual gaming experiences, and user-generated content platforms; extending that community into the physical world through experiences where players can gather and enjoy themselves together; and reaching non-gamers through everyday spaces and experiences that everyone can enjoy.

The talk invites us to consider the IP business as building a "theater" where people come together, rather than keeping a story exclusively to oneself, and to reflect on the growing value of human creators and communities in the age of AI.

Chang Sup KIM is deputy head of the Maple Division at NEXON KOREA, one of South Korea's leading game companies, and oversees MapleStory's Korean service as game director.

Since joining NEXON as a game designer in 2014, he has served as game design team lead, head of game design, and game director of MapleStory. He was appointed deputy head of the Maple Division in May 2026 and now oversees the division's operations.

As game director, he maintains an ongoing dialogue with MapleStory's players through Maple NOW, a monthly livestream, and regular showcases. Widely regarded as Korea's "national game," MapleStory was played by 6.17 million people in South Korea in 2025.

As deputy head, he also leads initiatives that bring the MapleStory IP into physical spaces, including Maple Island, Maple Agit, Maple Escape, and Café MapleStory. These projects build on a franchise with more than 310 million registered users to date across markets including Taiwan, China, North America, Europe, Japan, and Southeast Asia.

Session 1

POLICY

Building an Enabling Environment for Cultural IP

Discussion on policy, public-sector roles, and key challenges in building a sustainable Cultural IP ecosystem

—

Moderator
Jonathan TAN Ghee Tiong (SGP)

Speakers
Ari Juliano GEMA (IDN)
Ji Hoon YANG (KOR)
Josephine SANTIAGO (PHL)

Session Introduction

A creative idea can be powerful. But its true potential can only be realised when it is supported by an enabling creative ecosystem that empowers creators, protects their rights, and transforms cultural assets into sustainable value while preserving their cultural significance.

In an era of rapid digitalisation and artificial intelligence, developing a sustainable cultural intellectual property (IP) ecosystem has become increasingly relevant. While new technologies unlock opportunities to develop and expand cultural content, they also present challenges relating to IP protection, cultural identity, community participation and the responsible use of cultural assets.

How do we build an IP ecosystem that does not simply protect creativity, but enables creativity to flourish?

This policy session will bring together complementary perspectives to examine the policy and institutional frameworks needed to strengthen the cultural IP ecosystem, and explore how governments and relevant institutions can support the cultural and creative industries through an effective IP ecosystem to unlock the sustainable value of cultural assets.



Moderator

Jonathan TAN Ghee Tiong (SGP)

Jonathan Tan is the Head of the Culture and Information Division under the Sustainable Development Directorate, ASEAN Socio-Cultural Community Department at the ASEAN Secretariat in Jakarta. His portfolio supports regional cooperation in the arts and culture, as well as the information and media sectors. He has worked in the Government service of Singapore, including the Monetary Authority of Singapore, Ministry of Foreign Affairs and the Koerber Foundation in Berlin, Germany. He is a graduate of the School of Oriental and African Studies, University of London and the School of English & American Studies at the University of Sussex.

Session 1

POLICY : Building an Enabling Environment for Cultural IP



Speaker

Ari Juliano GEMA (IDN)

Challenges in Leveraging Culture-Based Intellectual Property

Ari is an IP law practitioner. He has a Master's in IP law from the University of Indonesia. Currently, Ari is concentrating on completing his doctoral degree with a research focus on the intersection of AI-crime, intellectual property, and posthumanism.

In March 2009, Ari was appointed as Project Director of Creative Commons Indonesia. In July 2015, Ari was appointed as Deputy Chairman for IP Facilitation and Regulation at Indonesian Agency for Creative Economy. In January 2020, Ari was appointed as the Senior Advisor for the Minister of Tourism and Creative Economy.



Speaker

Ji Hoon YANG (KOR)

Policy Framework and Strategic Directions for Advancing Cultural IP

Jihoon Yang is an Associate Research Fellow at the Korea Culture & Tourism Institute (KCTI), specializing in cultural and creative industries policy, Hallyu, content IP, and AI transformation. His major research includes the Mid- to Long-Term Plan for Promoting the Hallyu Industry, Policy Directions for AI Transformation in the Cultural Sector, and the Master Plan for the Popular Culture and Arts Hall of Fame. He serves on advisory committees of Incheon Metropolitan City and on the editorial board of the Korean Association for Broadcasting & Telecommunication Studies. His publications include AI and Data Analytics Basics and Untact and Content.



Speaker

Josephine SANTIAGO (PHL)

Building an Inclusive Cultural IP Ecosystem: Whose Culture, Whose IP?

With over three decades of experience, Atty. Josephine R. Santiago has worked across intellectual property (IP) governance, legal practice, academia, and international cooperation.
As Director General of the Intellectual Property Office of the Philippines (2015–2019), she helped advance institutional modernization, digital transformation, and strategic IP initiatives.
Her more recent international engagements include serving as WIPO Lead Expert on a Model IP Policy for ASEAN universities and research institutions and as tutor at the WIPO Academy Distance Learning Program. Currently a Professorial Lecturer at the University of
the Philippines, she continues to engage in legal practice, research, and IP policy development.

Session 2

INDUSTRY

Turning Imagination into IP; Content Creation and Global Expansion

Sharing practical examples of developing and expanding Cultural IP and creating industry value

—

Moderator
Panu AREE (THA)

Speakers
LE Quoc Vinh (VNM)
Peter YAP (MMR)
YEO Lay Kuan Jean (SGP)

Session Introduction

As intellectual property (IP) becomes a driving force in the global content industry, how can ASEAN creators transform local stories into globally competitive and sustainable IP? This session explores the opportunities and challenges of IP development, ownership, investment, and international collaboration, while addressing one key question: How can ASEAN creators move beyond content production to become successful IP owners in the global market?



Moderator

Panu AREE (THA)

Panu Aree is a lecturer at Bangkok University, teaching film business and drawing on over 20 years of experience in film distribution, rights acquisition, and production. His teaching connects classroom learning with industry practice, helping students understand how films are developed, financed, marketed, and distributed to audiences. He is also a filmmaker whose documentaries and feature film have screened internationally, as well as a writer and festival programmer committed to supporting Thai cinema and emerging filmmakers.

Session 2

INDUSTRY : Turning Imagination into IP; Content Creation and Global Expansion



Speaker

LE Quoc Vinh (VNM)

Reimagining Heritage: Turning Vietnamese Cultural Capital into Scalable Cultural IP for Global Markets

Le Quoc Vinh is Chairman and CEO of Le Group of Companies and President of CSMO Vietnam. He also serves on the Standing Committee and heads the Research and Doctrine Department of the Vietnam Cultural Industries Development Association (VCIDA). A journalist, publisher, and strategic communications expert, he has founded and developed leading Vietnamese media titles and created VSMCamp and CSMOSummit. His work spans cultural industries, creative entrepreneurship, branding, media, public relations, and event management, with a particular interest in transforming cultural assets into sustainable creative, economic, and social value.



Speaker

Peter YAP (MMR)

From Local Stories to Global IP: Building Cultural Value Through Film

Peter K. Yap is Founder and CEO of Mandalay Holdings Pte. Ltd., Executive Producer at Mandalay Productions, and Executive Director of the Mary K. Yap Foundation. With over 35 years of international leadership across Asia, Africa, and North America, he brings a cross-border business perspective to cultural content and creative industries. He produced the award-winning *Unbroken Ties (Myittar)*, a U.S.–Myanmar feature collaboration created to support the Foundation's mission for orphaned children. His work demonstrates how culturally rooted stories can become meaningful intellectual property—connecting local creative talent, international collaboration, social purpose, and global audiences while creating sustainable value across the creative ecosystem.



Speaker

YEO Lay Kuan Jean (SGP)

The Value and Soft Power of Cultural IP - Taking Local Stories Beyond Borders, Growing Businesses and Deepening Empathy Across Cultures

A multi-award-winning Showrunner, Creator, Director, Writer and Producer for more than 30 years, Jean's dramas, telemovies and documentaries have been viewed by audiences all over the world. Jean is also often an invited speaker at media-related agencies' events and educational institutions such as the MPA (Motion Picture Association), broadcasters, government agencies and universities in Singapore. She's been interviewed by CNBC, BBC, CNA and various newspapers and media-related as well as non-media-related publications over the years.

Session 3

COLLABORATION

Connecting the Dots, Linking ASEAN-Korea Cultural IP Cooperation

Exploring sustainable models and connections for ASEAN–Korea cooperation

—

Moderator
Tara GUJADHUR (LAO)

Speakers
Dirce FREITAS MENDES (TLS)
Young Kyung KO (KOR)
Zainol Haqim bin Zainol Rashid (MYS)

Session Introduction

With digitisation, travel, and the internet, cultural IP is rapidly being disseminated and shared, but the institutions, investment and protections that support it have not kept pace.

Drawing on perspectives from creative industry investment (Zainol Haqim Zainol Rashid, MyCreative Ventures, Malaysia), digital economy research (Dr Young Kyung Ko, Yonsei University, Korea) and women artisans' networks (Dirce Freitas Mendes, JUCLEURTEJO, Timor-Leste), and moderated by Tara Gujadhur of the Traditional Arts and Ethnology Centre (Lao PDR), this session will ask:

- What can ASEAN and Korea do together?
- What types of cooperation create concrete value?
- What conditions are needed to make cooperation work?

We hope to leave the room with a shared set of priorities, a clearer sense of where joint action would be most useful, and a few realistic initiatives to carry forward beyond the Forum.



Moderator

Tara GUJADHUR (LAO)

Tara Gujadhur is Co-Director and co-founder of the Traditional Arts and Ethnology Centre (TAEC) in Luang Prabang, Laos, a museum and social enterprise dedicated to cultural diversity and artisan livelihoods. Since 2006, Tara has led TAEC's research, exhibitions, and strategic development, with a recent focus on advocating for local communities' intellectual property rights over their traditional cultural expressions. She is also part of UNESCO's global network of Intangible Cultural Heritage (ICH) Facilitators.

Tara began her career in sustainable tourism, advising the Lao government and working with the Khasi in India and the San in Botswana. She has over 25 years of experience in cultural heritage management and tourism development across China, Southeast Asia and Southern Africa.

Session 3

COLLABORATION : Connecting the Dots, Linking ASEAN-Korea Cultural IP Cooperation



Speaker

Dirce FREITAS MENDES (TLS)

From Local Heritage to Cultural IP: Connecting Communities and ASEAN–Korea Cooperation through Tais

Dirce Freitas Mendes is a Marketing and Communication professional at JUCLEURTEJO, a Timor-Leste-based social enterprise supporting women artisans and the promotion of tais and cultural products. She has experience in communication, community engagement, event coordination, administration, and youth initiatives. She previously worked with Rede Soru Na'in, supporting administrative operations and women's weaving networks across Timor-Leste. Dirce is also the founder of English Basic Conversation (EBC), a youth-led initiative supporting university students and fresh graduates to develop their English communication skills. She holds a bachelor's degree in nursing from Instituto Ciência da Saúde.



Speaker

Young Kyung KO (KOR)

Connecting Markets, Sharing Value: New Paths for ASEAN–Korea Cultural IP Collaboration

YoungKyung Ko is a Research Professor of Digital Trade at Yonsei University. She holds a Ph.D. in Finance from Korea University and spent about a decade teaching and conducting research at Sunway University and other Malaysian universities. Her research covers corporate finance, digital economies in emerging markets, technological innovation, and business strategy. She is the author of ASEAN Super App War and 7UPs in Asia. As CEO and Research Director of Asia Biz Lab, she advises companies and governments on overseas business and ASEAN-Korea cooperation. She is also a columnist and a board member of the Busan International Film Festival.



Speaker

Zainol Haqim bin Zainol Rashid (MYS)

From Shared Heritage to Co-Owned IP: Financing Malaysia–Korea Cultural IP Cooperation

Encik Zainol Haqim Zainol Rashid is the Group CEO of MyCreative Ventures, Malaysia's strategic investment agency for the creative economy.

With over 19 years of experience across government, GLCs, consulting and industry development, he specialises in corporate strategy, public policy, entrepreneurship and ecosystem building. Previously leading MyCreative's Industry Development division, he spearheaded initiatives such as the music component of Dana Kandungan Kreatif (DKK) and the nationwide expansion of RIUH.

He also held leadership roles at TERAJU, managing entrepreneurship programmes and funding portfolios exceeding RM120 million. He holds a Management degree from Athabasca University, Canada.

Session 4

YOUTH

Co-creating the Future of Cultural IP

A next-generation perspective on cultural IP and an ASEAN-Korea youth team proposal inspired by shared cultural assets

—

Speakers

Elijah Luiz CANLAS (PHL)

[Youth Team]
Duonglina DAM (KHM)
Marylin Nnenna IGBOKE (IDN)
Siti Khaliysah Zahiah DAYINIE (BRN)
Yun Yeong KIM (KOR)

Session Introduction

This session explores how the next generation is shaping the future of cultural IP through fresh perspectives and creative ideas. An emerging professional will share insights into new possibilities for cultural IP, followed by a joint ASEAN–Korea youth team presenting a proposal built on shared cultural assets. Bringing these perspectives together, the session examines how young people can transform cultural resources into collaborative projects and contribute to a sustainable cultural IP ecosystem. It also highlights the role of youth participation in opening new pathways for cultural exchange and cooperation between ASEAN and Korea.

Session 4

YOUTH : Co-creating the Future of Cultural IP



Speaker

Elijah Luiz CANLAS (PHL)

The Worth of Your Story

Elijah is an award-winning Filipino actor. In film, he is best known for his lead performance in Jun Lana's "Kalel, 15" which earned him the Best Actor award multiple times locally and internationally. In shows, he is best known as one of the stars of the breakout Boys' Love series "Gameboys."

Speakers (Youth Team)

Our team brings together four youth delegates from Brunei Darussalam, Cambodia, Indonesia, and South Korea, with diverse backgrounds and perspectives on cultural IP in the era of AI advancement. Together, we explore how young creators can embrace AI-driven cultural innovation while respecting traditional cultural expressions and the communities behind them.

The Future of Communal IP: Communal IP and Cultural Expressions in the Age of AI



Duonglina DAM (KHM)

A Cambodian development professional with a Master of Development Studies from the University of Melbourne and a strong interest in inclusive and sustainable development, research, and community empowerment.



Marylin Nnenna IGBOKE (IDN)

A Media Production student from Universitas Indonesia and part-time content creator passionate about the intersection of media production, digital strategy, and media anthropology. Crafting and delivering perspectives through storytelling and filmmaking.



Siti Khaliysah Zahiah DAYINIE (BRN)

A Bruneian theatre practitioner and creative director passionate about cultural storytelling, youth empowerment, and fostering creative communities, currently pursuing a degree in Design and Creative Industries at Universiti Brunei Darussalam.



Yun Yeong KIM (KOR)

A former program officer at the ASEAN-Korea Centre with experience in cultural and tourism cooperation, currently pursuing a Master of Public Policy at the National University of Singapore.

Masters of Ceremonies

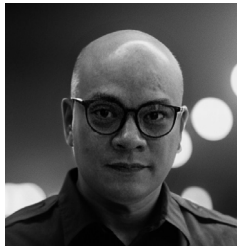


Debbie WON (KOR)

Debbie Won, a seasoned presenter born in Seoul and raised in Los Angeles, has been making waves in the broadcasting world since 2011.

She has been a reliable figure as a news anchor at Yonhap News Agency for 'KOREA NOW' and a reporter at TBS eFM for 'Skool of K-pop'. Debbie's portfolio also includes roles as a weekend news anchor at Arirang Radio for 'Arirang News', a newscaster at Arirang TV for 'Global Buzz', a reporter at Arirang Radio for 'Catch the Wave', and a host at JEI English TV for 'Real Talk Talk'.

Beyond her broadcasting roles, she has showcased her skills as an event MC, presiding over events such as the Creators Forum at the Mnet Asian Music Awards and 'Netflix Night' during the Netflix Korea launch party.



Christian ARDIENTE (PHL)

Christian Ardiente is a Filipino Creative Consultant who has had his share of broadcast experience on television and FM Radio in the country.

Previously serving as a News Anchor at the Government Network (NBN4/ PTV 4) during the time of former President Gloria Macapagal Arroyo (2008-2010); simultaneously taking on a fun after hours radio jock alter ego at 99.5rt in Metro Manila, Christian celebrates 29 years of varied production experience- covering a vast scope of of interests- from motoring, lifestyle, sports, entertainment and music; taking on different roles from Host, Writer, Voice Talent, Creative Director and concept developer.

He is still active in media through his work with Auto Focus and Motoring Today and continues to provide consultancy services for advertising and event agencies, corporate clients and learning institutions.



2020 ASEAN-KOREA INNOVATIVE CULTURE EXHIBITION, Young In Hong




Strategy Mapping Board

Hosted by

Ministry of Culture, Sports and Tourism (MCST) of the Republic of Korea
is the government agency responsible in South Korea that promotes the development of the cultural and tourism industries, supports sports programs, and preserves cultural heritage. MCST plays a crucial role in enhancing the country's cultural identity and attractiveness to visitors.

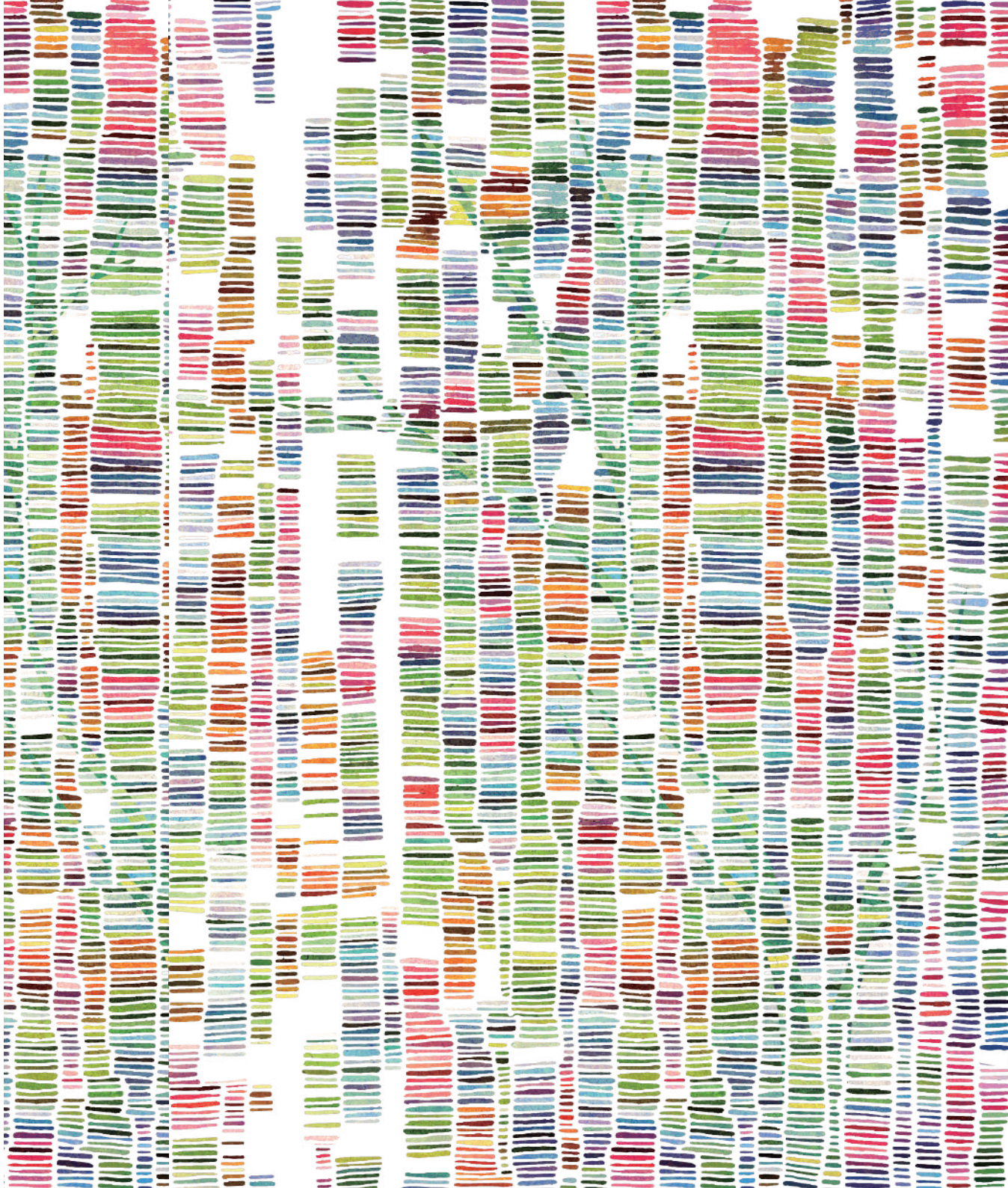
Organized by

Korean Foundation for International Cultural Exchange (KOFICE)
is responsible for promoting international cultural exchanges, under the International Cultural Exchange Promotion Act. With the vision of 'A Cultural Network Hub Connecting Korea and the World', KOFICE aims to increase mutual understanding across cultural boundaries and develop Korea's cultural diversity and creativity.
KOFICE offers diverse exchange, global networking, research, and residency programs for experts in related fields.

In Collaboration with

ASEAN Secretariat
Established in February 1976 in Jakarta, Indonesia, the ASEAN Secretariat serves as the central coordinating body dedicated to enhancing operational efficiency among ASEAN organs and driving the effective implementation of regional projects. Based at Jalan Sisingamangaraja in Jakarta, the Secretariat works to initiate, facilitate, and coordinate stakeholder collaboration in full alignment with the ASEAN Charter, serving as a vital hub for a resilient and cohesive ASEAN Community.

ASEAN Foundation
Is a non-profit organization established to promote ASEAN awareness and develop the potential of ASEAN citizens through initiatives in arts and culture, community building, education, and media. It aims to foster a sense of ASEAN identity and strengthen regional cooperation.



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