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FROM - TO 28 MAY 2016 - 01 JUN 2016

Beijing | StoryDrive Asia



dedicated to exploring new forms of collaboration and business models across media boundaries. In 2012 and 2013, Frankfurt Book Fair and German Book Information Center (Beijing) have successfully organized StoryDrive China at Beijing CIFTIS Fair. In 2014 the conference was expanded and renamed to StoryDrive Asia, in order to encourage more transmedia exchange and trade inside Asia. Starting 2016, StoryDrive at CIFTIS will be the main location for StoryDrive worldwide. Leading minds from all over the world, especially from major Asian markets will illuminate the future of media and entertainment. They will share their knowledge and provide the tools you need to make the most of your business and to discover successful crossmedia and transmedia approaches. Date & Venue

• Conference Date: 29. – 30. May 2016

- Conference Venue: Auditorium, 3rd Floor, China National Convention Centre (Beijing)
- Exhibition Date: 28. May 1. June 2016
- Exhibition Location: South Suite (next to Auditorium), 3rd Floor,
 China National Convention Centre (Beijing)

Read more about the Conference speakers

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