

# Inside the Panel, Outside the Box

## Comics Publishing Forum 2007

23 June 2007, Singapore Management University

If you have a passion for drawing, a talent for storytelling, a great idea you want to see published, or simply want to know the latest trends and opportunities in the industry, the Comics Publishing Forum 2007 is just the event for you!

Hosted by the Media Development Authority of Singapore, this flagship event of the First-Time Writers & Illustrators Publishing Initiative will bring you both commercial and artistic insights from the experts.

Representatives from industry leaders such as TOKYOPOP and Diamond Book Distributors, as well as leading Singapore comic artists, will take you through the ins and outs of the comic book industry, concept creation and development, and how to break into the business. The event includes a workshop on techniques of sequential art storytelling by Mr Max Wong, Executive Director, Asia Manga Cultural Exchange Association, from Taiwan.

Date: 23 June 2007 (Saturday)

Time: 8.30 a.m. – 4.00 p.m.

Venue: Singapore Management University,  
Administrative Building, Conference Hall 1,  
81 Victoria Street,  
Singapore 188065

### Speakers Include:

**Kuo-Yu Liang, Vice President of Sales & Marketing, Diamond Book Distributor (DBD), USA** - Kuo-Yu is the Vice President of Sales & Marketing at Diamond Book Distributors. Diamond Book Distributor is a division of Diamond Comic Distributors, Inc., the world's largest distributor of English-language comic books and related merchandise, with a network of strategically-located distribution centers throughout the world. Kuo-Yu oversees a global sales force on 5 continents and selling graphic novels & manga into 52 countries. Kuo-Yu was born in Taiwan and moved to the United States in 1981. A life-long reader, Kuo-Yu also enjoys traveling and cooking. Kuo-Yu currently lives in Seattle with his wife Adrian (a romance book author) and 16 months old daughter, Mia Jade.

**Masashi 'Sho' Matsuhashi, Director & General Manager, TOKYOPOP, Japan** - Matsuhashi is responsible for managing all operations and business developments in Japan for TOKYOPOP as well as spearheading the company's global strategies as a board member, ranging from original manga creation, digital media & distribution, book publishing & licensing, film & TV production, and character merchandising. Earlier in his career, Matsuhashi also worked with Universal Studios Japan, Disney Interactive Japan and GAGA Communications.

**Max Wong (Huang Zhi Yong), Executive Director, Asia Manga Cultural Exchange Association, Taiwan** - Max is currently the Executive Director of Asia Manga Cultural Exchange Association, an association representing more than 300 manga creators in the region. He teaches manga drawing at the Taiwan University. He was the editor-in-chief with two of the largest comic publishers in Taiwan (Tong Li and Daran).

**Wee Tian Beng, President, Comics Society (Singapore)/ Managing Director, TCZ Studio, Singapore** - Tian Beng, founder of the TCZ Studio, is the original writer and lead Manga artist of *The Celestial Zone Series*. Tian Beng is the first full-time Singaporean Manga artist to break into the Taiwanese and Hong Kong market. He has created adaptations of the works of famous writers Ni Kuang and Louis Cha, namely "The Adventures of Wisely" and "The Return of the Condor Heroes". In 1997, Tian Beng received the Asian Manga Prestigious Award at the Asian Manga Summit held in Seoul, South Korea.

**Jerry Hinds, President, Association of Comic Artists (Singapore)/Founder, Nice One Entertainment, Singapore** - Jerry is an accomplished advertising & marketing illustrator and copywriter. He formed Nice One Entertainment (NOE) in 2002 and launched his flagship comic concept, "Get Carter! The Last Dragon Scout", Singapore's first USA format colour comicbook. In 2004, Jerry was appointed head of marketing design for Century Comics USA, and co-published with them the 2006 compilation, "Singapore's Greatest Comics". He co-created Singapore Sling with legendary Spider-Man writer and ex Marvel Comics editor-in-chief, Tom DeFalco. He has recently undertaken extensive illustrative duties for the USA based, Flashback Universe. Jerry has also performed as a scriptwriter, director & art director in the animation sector.

## Who Should Attend

Professional and aspiring comic book creators, artists, writers, publishers, animation studios, game developers, production houses, film-makers.

## Register Now!

For only \$10, you can hear from industry experts and find out the future of the comic book industry from the companies and people making it grow.

To register your attendance, please visit [www.gatecrash.com.sg](http://www.gatecrash.com.sg).

## Press

All journalists and industry press are welcome to attend the event free of charge. To apply for your press pass please contact [Marcus\\_lim@mda.gov.sg](mailto:Marcus_lim@mda.gov.sg) or call Marcus at +65 6837 9781.

Media registration is reserved only for editorial professionals (reporters/editors/correspondents/writers/publishers of magazines, trade publications and newspapers, as well as producers/presenters of broadcasting stations). It does not apply to blogs nor corporate and company newsletters. If you are a non-editorial staff of a media group, please register as a visitor to the show.

## Contact

For more information, send your email to [Marcus\\_lim@mda.gov.sg](mailto:Marcus_lim@mda.gov.sg) or call Marcus at +65 6837 9781.

An official event of the



Organised by



Supported by



## About Media Development Authority of Singapore (MDA)

The Media Development Authority of Singapore (MDA) was formed on 1 January 2003 to champion Media 21, a blueprint to transform Singapore into a global media city. Media 21 seeks to create a vibrant media environment by establishing Singapore as a media exchange, exporting Made-by-Singapore content, internationalising local media companies, nurturing local media talent and developing digital media. More information on MDA can be found on [www.mda.gov.sg](http://www.mda.gov.sg).

## About First-Time Writers & Illustrators Publishing Initiative

The First-Time Writers & Illustrators Publishing Initiative is an initiative by the Media Development Authority (MDA) and the National Book Development Council of Singapore (NBDCS) to nurture talents in the publishing industry. The Initiative is targeted at assisting the publication of new works by unpublished local writers and/or illustrators.

**Inside the Panel, Outside the Box**  
**Comics Publishing Forum 2007**  
**23 June 2007**

**Programme**

- 8:30 a.m.      **Registration**
- 9:30 a.m.      **Welcome Address**  
Speaker: Seto Lok Yin, Assistant Chief Executive, Media Development Authority of Singapore
- 9:35 a.m.      **Comics and More**  
The largest English language publisher of Manga in the world will fill you in on the inner workings of the fastest-growing segment in the publishing industry, and the role comics play in this multi-platform entertainment sphere. Find out what the US publisher is looking for in terms of ideas and concepts and the strategies undertaken to maximise their creations  
  
Speaker: Masashi 'Sho' Matsuhashi, Director & General Manager, TOKYOPOP, Japan
- 10:20 a.m.     **Who's Buying What**  
What titles are selling and why? How is the market changing? Where is the demand? Find out what kind of products will grow the market in the next three years, from the world's largest comic book distributor.  
  
Speaker: Kuo-Yu Liang, Vice President of Sales & Marketing, Diamond Book Distributor, USA
- 11:00 a.m.     **Tea Break**
- 11:15 a.m.     **Independence Day**  
Comic book creators have a hard time pitching their work to publishers and readers and finding the best way to present, market and distribute their work. This session will discuss what it takes to become a comic artist and how to self-publish comics in Singapore. (This presentation will be conducted in Mandarin with simultaneous English interpretation.)  
  
Speaker: Wee Tian Beng, President, Comics Society (Singapore)/ Managing Director, TCZ Studio, Singapore
- 11:45 p.m.     **Breaking into the Market**  
Besides tips on breaking into the comic book industry and practical advice on how to get your book developed, learn what it takes to make it in the comics and graphic novels arena, the important differences between self-creation & self-editing and working under directions within a professional team set-up. Find out the best way to submit your work, and learn the dos and don'ts of the business.  
  
Speaker: Jerry Hinds, President, Association of Comic Artists (Singapore)/Founder, Nice One Entertainment, Singapore
- 12:15 p.m.     **Panel Discussion**
- 12:45 p.m.     **Lunch Break** (Lunch will be provided)
- 1:30 p.m.      **Workshop: Techniques of Sequential Art Storytelling**  
Learn the process of producing a well-paced comic book. Good page design brings clarity, rhythm, accent, and life to your comics. Starting with the basics, such as balloon placement and panel shapes, and stepping up to more advanced layout concepts such as pacing and style. Learn the processes professionals use to lay out impeccable and unforgettable pages. (This presentation will be conducted in Mandarin with simultaneous English interpretation.)  
  
Speaker: Max Wong, Executive Director, Asia Manga Cultural Exchange Association, Taiwan
- 3:30 p.m.      **Q&A**
- 4:00 p.m.      **Close**