



# 2023年AdAsia亞洲廣告會議

## 台北市廣告代理商商業同業公會韓國團行程

10/24(二) ~ 10/28(六)



# AdAsia 2023 Seoul

Organized by AdAsia 2023 Seoul Organizing Committee

Hosted by **afaa**

Sponsored by



# AdAsia...

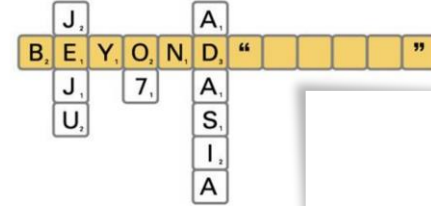
AdAsia是亞太地區最大的廣告行銷大會，自1958年由日本電通社長吉田秀雄倡議後，在東京舉辦第一屆AdAsia；之後由亞洲廣告聯盟（AFAA）的14個成員國輪流主辦，每兩年一次，針對行銷傳播議題，集合業界先進交流分享。



**AdASIA**  
2001 TAIPEI



**AdASIA** 2013  
REENGINEERING  
ADVERTISEMENT HANOI



**AdAsia**  
09 REDEFINING  
THE FUTURE  
KUALA LUMPUR



**AdAsia** 2011  
NEW DELHI  
THE NEW CERTAINTY



**AdAsia**  
2015  
TAIPEI



**ADASIA**  
LAHORE 2019

# 會議資訊

AdAsia 2023 Seoul (The 33<sup>rd</sup> AdAsia)

日期：2023/10/24(二)~2023/10/27(五)

地點：首爾- COEX 會議中心，韓國

主題：Transform, Play, Connect

口號：The Digital Race: Ready, Set, Transform

預估參與：來自20個亞太地區/國家共5000人次

主辦單位：Asian Federation of Advertising Associations (AFAA)  
AdAsia Organizing Committee

籌辦單位：Korean Federation of Advertising Associations (KFAA)

官網：<https://adasia2023seoul.com/ADASIA/110001/index.do>



# 大會 Speakers

## Leading Trend Setters & Paradigm shifters

Top speakers covering K-content, digital transformation, digital marketing, and creativity

### Technology & Creative

Creative in Technology From Data Tech to AI



media.monks

**Wesley ter Haar**

Co-Founder,  
Media Monks



barbarian

**Steven Moy**

CEO, Barbarian

### Digital Media Innovation

Digital transformation & customer experiences



Accenture Song

**Flaviano Faleiro**

President, Growth Market  
Accenture Song

### Communication Integration

Digitally Empowered Brand Universe



dentsu

**Yoshihiro Yagi**

Executive Creative  
Director, dentsu Inc.

### Brand Activism

Brand Completed with consumer participation



D&S

**Steaph Huang**

Founder & Chairman,  
D&S Media

### Influencer

Influencers conveying brand Confidence (Influencer Economics)



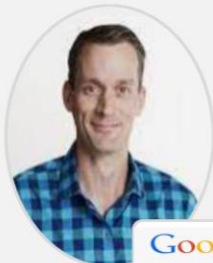
gushcloud international

**Althea Lim**

Co-Founder & Group  
CEO, Gushcloud

### Artificial Intelligence

The Future of Digital Marketing in accordance with Artificial Intelligence



Google

**Jeff Dean**

Senior Fellow & SVP,  
Google



Meta

**Benjamin Joe**

Vice President, Meta

### Communication

Brand Universe



BBDO INDIA

**Josy Paul**

Chairman, BBDO  
India

### Integration

Media Integration



SAMSUNG

**Wonjin Lee**

Corporate President,  
Service Business Team

### K-Content

The secret behind global Success: Creative Insights from K-Contents



PMC

**Song Seung-hwan**

Executive Creative  
Director of Pyeongchang  
Winter Olympics

### Customer EX

Creating Shared Values



connect the dots

**Bharat Avalani**

Founder & CEO,  
Connecting the Dots  
Consultancy

# 會議地點

韓國COEX國際會議中心位於首爾三星洞，是韓國最大的展覽展館及地下購物空間。連接2號線和天成線，聚集了超過260多家店鋪，包含了水族館，大型書店、服裝城、遊戲和大螢幕的劇院，另外擁有世界一流的娛樂、休閒設施。



# 會議內容

## Programs by forms

Official events	Conferences	Exhibitions	Symposium and cultural events
Opening/Closing Ceremonies	Branding	Business market	Asian young creators competition on the branding for the City of Seoul (AYCA Seoul)
Awards & Award Ceremony	AD TECH & DATA	Metaverse / VR experience zone	International Symposium
Networking parties - Opening Gala Dinner - Korea Night Dinner - Creator's Night - Seoul Night	Celeb. & Influencers	Contents & AD playing zone	Digital NFT advertisement exhibition
	Paradigm shift & New biz	Job Fair & Biz Matching	Seoul AD Tour
	Media & Contents		K-Cultural Tour

TBC / 以大會最終議程為準

# 會議議程

## Programs by days

		Marketers' Day	Tech Day	K-con Day
Category	Oct.24(Tue)	Oct.25(Wed)	Oct.26(Thu)	Oct.27(Fri)
<b>Official Program</b>		<ul style="list-style-type: none"> <li>• Opening Ceremony</li> </ul>		<ul style="list-style-type: none"> <li>• Closing Ceremony</li> <li>• Awards</li> </ul>
<b>Conference</b>	<ul style="list-style-type: none"> <li>• Asian Federation of Advertising Association Executive Committee meeting (AFAA EXCOM)</li> </ul>	<ul style="list-style-type: none"> <li>• Keynote Speech &amp; Sessions</li> <li>• Experts Forum</li> <li>• Open Stage</li> <li>• Asia Young Creator workshop for Seoul Branding</li> </ul>	<ul style="list-style-type: none"> <li>• Keynote Speech &amp; Sessions</li> <li>• International Academic Symposium</li> <li>• Experts Forum</li> <li>• Open Stage</li> </ul>	<ul style="list-style-type: none"> <li>• Keynote Speech &amp; Sessions</li> <li>• Open Stage</li> </ul>
<b>Digital Marketing Festival</b>		<ul style="list-style-type: none"> <li>• Business Showcase(B2B): Digital Contents</li> <li>• Digital AD Tech Exhibition &amp; Meeting</li> <li>• Asia Digital Advertising Exhibition(Public)</li> <li>• K-Content Media Arts</li> <li>• K-pop Concert &amp; Metaverse Fan meetup</li> <li>• Asia Young Creator Audition for Seoul Branding(AYCA)</li> </ul>		
<b>Networking</b>	<ul style="list-style-type: none"> <li>• Welcome Party</li> </ul>	<ul style="list-style-type: none"> <li>• Opening Gala</li> <li>• Networking Party -Creators' Night</li> </ul>	<ul style="list-style-type: none"> <li>• Korea Night(Dinners)</li> <li>• Networking Party -Seoul Night</li> </ul>	<ul style="list-style-type: none"> <li>• Next Host Country's Reception</li> <li>• Closing Gala</li> </ul>
<b>Cultural Events</b>			<ul style="list-style-type: none"> <li>• Option Tour</li> <li>• Seoul AD tour</li> <li>• K-Culture Tour</li> </ul>	

TBC / 以大會最終議程為準

# 會議亮點

02 Introduction  
Aim



## #Transform

**Redefine the advertising industry**  
"transition from the advertisement-media to the digital transformation"



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02 Introduction  
Aim



## #Play

**Insight into Korea`s content competitiveness**  
"A digital marketing festival combined with K-Contents"



#K-Pop Metaverse Fan meet-up #Digital Ad Exhibition #Virtual Influencer Show #K-POP & Dance

**Insights that delight consumers,  
And brings enjoyment to participants.**

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02 Introduction  
Aim



## #Connect

**Network with professionals from various fields:**  
**AD Tech, Metaverse, NFT, Media & Contents.**  
**Sustainable networking through the innovative NFT registration system.**



#BIZ Market # Networking with the NFT registration system #Networking party

- ▶ **Benefits of the NFT registration system**
- : Sharing participants database, Decentralized Autonomous community(DAO), collectible value as a badge commemorating participation

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# 會議亮點

04 Venue  
Venue Plan 3F Opening Ceremony

Opening ceremony to connect the future of advertising at the festival where Asian advertisers gather together.

Opening Ceremony

Auditorium, 3F Coex 10:00-11:30, Oct. 25(Wed)

04 Venue  
Venue Plan 3F Conference

Conference dealing current immediate issues in the fields of advertising, digital marketing, media, and creative

Conference

Auditorium, 3F Coex Oct.25(Wed) - Oct.27(Fri)

04 Venue  
Venue Plan\_1F Play Asia

A venue to present excellent content with splendid media art technology providing pride to advertisers, and pleasure to participants.

1F Grandballroom Play Asia

K-Content Media Art Zone

\* Display Asian Digital Advertising Content with Media Facade and LED DID

04 Venue  
Networking Party

A festival where young, future generation can harmonize and communicate, Networking party with cocktail show and lucky draw

Creators' Night

Conference E Hall 20:30-22:30, Oct.25(Wed)

Seoul Night

6J Kunsthalle 18:30-20:00, Oct.28(Thu)

04 Venue  
Venue Plan\_1F Asia Digital Exhibition

Boost the business by providing participants the space to experience and demonstrate Adtech and Martech

1F Grandballroom Play Asia

Asia Digital Exhibition

\* Business revitalization through ad-tech technology & content exhibition and advertising technology demonstration reflecting the latest trends

04 Venue  
Venue Plan\_Gala Dinner & Korea Night

Cultural performances that digitally embody traditional Korean culture in harmony with the night view of Seoul

Opening Gala Dinner

Grandballroom, Terrace 18:30-20:00, Oct. 25(Wed)

Korea Night

Club, Seiboom 2F 18:30-20:00, Oct.28(Thu)

# 行程安排

自2019年底疫情以來，已逾三年未能籌辦產業國際參訪行程，2023年適逢 AdAsia於韓國舉辦，本會規劃組團，邀請行銷傳播產業共同參與，增進與亞洲廣告界互動，一同體驗韓國流行文化及數位技術，並展現台灣團國際發聲!

	10/24(二) DAY 1	10/25(三) DAY 2	10/26(四) DAY 3	10/27(五) DAY 4	10/28(六) DAY 5
早上	07:30~11:00 長榮航空BR170 【桃園->首爾】	10:00~11:30 開幕式 / 頒獎	09:30~11:30 Speech & Exhibition	09:30~12:30 Speech & Exhibition	自由活動 (餐食自理)
中午		11:30~13:00 Opening Luncheon	11:30~13:00 AdAsia Luncheon	11:30~13:30 閉幕式 13:30~15:00 Farewell Luncheon	
下午	入住休息 or 逛COEX Mall (16:00~18:00 AFAA會議)	13:00~18:30 Speech & Exhibition	13:00~18:30 Speech & Exhibition	如大會有安排Tour另 行通知	
晚上	18:00~22:00 Welcome Reception	18:30~20:30 Opening Gala Dinner	18:30~20:30 Korea Night (Dinner)	自由活動	
其他		20:30~22:00 Creator' s Night	20:30~22:00 Seoul Night		
					19:45~21:40 長榮航空BRBR159 【首爾->桃園】

備註：TBC / 紅字為大會議程/黃底為團體行動議程項目(行前將訂定集合時間地點，團體行動參與，代表台灣)

- 最重要：10/24 Welcome party、10/25開幕式及午宴、10/25Opening Gala Dinner (務必集合出席並團進團出)
- 次重要：10/26 AdAsia Luncheon、Korea Night、10/27閉幕式 Farewell Luncheon (盡量團進團出)
- 請各位團員理解並同意，如遇政治事件、不可抗力狀況，將由團長領隊，決定全團之應變方針。

# 航班資訊

航空公司	日期	班機	起飛機場	起飛時間	抵達機場	抵達時間	飛行時間
長榮航空	10/24(二)	BR170	桃園機場	07:30	首爾仁川機場	11:00	約3.5hrs
	10/28(六)	BR159	首爾仁川機場	19:45	桃園機場	21:40	約2hrs



# 飯店介紹

首爾洲際酒店 (距離會場走路4分鐘)

InterContinental Seoul COEX, an IHG Hotel

五星級的首爾COEX洲際飯店位在韓國時尚中心 - 江南中心商街，不論逛街購物或從事商務都相當便利。



# 方案選擇

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10月份AdAsia參訪團，TAAA組團方案調整為：

基礎方案

AdASIA 大會註冊費【全程】約NT\$ **25,000** /人【眷屬】約NT\$ **12,500** /人  
(98萬KRW) (49萬KRW)

+

加選方案1

機票預訂【10/24去程10/28回程】長榮航空經濟艙 + NT\$ **16,800**/人  
(需於7/25前確認機位)

+

加選方案2

COEX洲際飯店(4晚，含早餐)【雙人房/二人入住】 + NT\$ **29,500** /人

加選方案3

COEX洲際飯店(4晚，含早餐)【單人房/一人入住】 + NT\$ **44,800** /人

2023/07/18 更新版，詳細說明及注意事項如下頁

**注意事項(請詳讀說明)**：關於10月份AdAsia參訪團，鑒於各界先進，因公務繁忙，多數對六日旅遊意願不高，故本會將方案調整為：

**基礎方案**：報名由TAAA組團參加AdAsia，視Robin理事長為團長，團進團出參與重要大會項目，代表台灣力量。註冊費約NT\$ 25,000元(98萬KRW)，如有伴侶陪同註冊費約NT\$ 12,500元(49萬KRW)，均可出席大會展覽、論壇及餐點項目。

**加選方案1**：機票預訂長榮航空10/24去程10/28回程，每人 + NT\$ 16,800元(需於7/25前確認，7/25之後轉介雄獅旅行社個別服務)。

10/24(二)BR170航班：07:30桃園機場~11:00首爾仁川機場

10/28(六)BR159航班：19:45首爾仁川機場~21:40桃園機場

如有不同航班需求，請於報名預訂時提出。如已出票則不另改航班，可洽旅行社自費更改。如需自費升等“商務艙”，可請旅行社代為處理，差額另計。

**加選方案2**：兩人入住五星級首爾COEX洲際酒店10/24~10/28，每人 + NT\$ 29,500元(含早餐、安排機場接送)。

需自行邀約同行者入住，可安排Twin Bed，若僅一人報名，本會可代為協調，但若無法順利安排，則將以一人入住方案計價。

**加選方案3**：一人入住五星級首爾COEX洲際酒店10/24~10/28，每人 + NT\$ 44,800元(含早餐、安排機場接送)。

\*加選方案2及3之機場接送，限定於方案1之航班時間10/24接機、10/28送機。

以下為重要大會項目：(行前將訂定集合時間地點，團體行動參與，代表台灣)

最重要：10/24-Welcome party、10/25-開幕式及午宴、10/25-Opening Gala Dinner (務必集合出席並團進團出)

次重要：10/26-AdAsia Luncheon、Korea Night、10/27-閉幕式 Farewell Luncheon (盡量團進團出)

請各位團員理解並同意，如遇政治事件、不可抗力狀況，將由團長領隊，決定全團之應變方針。

超過三年，產業界因為疫情減緩國際交流

今年，公會將動員組團

誠摯邀請 產業各界一同參與亞洲廣告會議2023年國際盛事



敬請於7/25(二)前完成報名費用匯款

報名表可採[google\(link\)表單](#)，請掃右方QR Code

