

Letter of Memorandum of Understanding for Cooperation of Content Industry between KOCCA and MPC

We recognize that Korea Creative Content Agency(KOCCA) and The National Federation of Motion Pictures and Contents Associations(MPC) are both interested in promoting growth in the content industry. KOCCA and MPC hopes to promote exchanges and cooperation among content industries, taking into account common interests of both sides for the development of content industry between countries. To this end, KOCCA and MPC pledge to continue their efforts to promote and support bilateral exchange regarding cooperation projects, and make the following agreements :

Clause 1 (Purpose) : The Agreement is for the purpose of building collaborative relationship between Korea and Thailand' s content industry. This agreement sets out clauses for each party' s responsibilities for cooperation and ensures that all two organizations will make every effort to deliver duties for the successful propulsion.

Clause 2 (Cooperative terms) : The two organizations will cooperate together to achieve the purpose of this agreement by drawing a detailed plan.

The plan will be drawn upon mutual discussion and agreement.

1. Planning and operation of programs that would facilitate the interchange of content industry (broadcasting, animation, music, game, convergence content, etc.)
2. Supporting businesses of the content industry to expand to each country
3. Exchange of human resources and use of each organization' s infrastructure or facilities
4. Joint marketing and on/off-line advertisement
5. Other suggestions

Clause 3 (Full faith and credit) : All two organizations agree to deliver each clause based on mutual trust and diligence. In case of any disagreement, each party agrees to discuss for reconciliation.

Clause 4 (Period of Validity) : The agreement is valid for 1 year and will continue to be valid upon all two organizations' agreement. In case of revising the terms, a written prior notice must be given.

Clause 5 (Record Keeping) : All two organizations need to draw up 2 copies of the agreement and keep a signed copy each as a proof.

6th, September, 2018



Korea Creative Content Agency
President & CEO Mr. Kim, Young Jun



The National Federation of Motion
Pictures and Contents Associations
Secretary General
Mr. Wittaya Masayna

