

The American Association of Independent Music and the
International Trade Administration Introduce a Webinar on:

THE MUSIC INDUSTRY: EXPANDING INTO THE ASIAN MARKET

THURSDAY, AUGUST 2nd, 2012 4:00-5:30pm PST (Los Angeles) & 7:00-8:30pm EDT (New York)

FRIDAY, AUGUST 3, 2012 7:00-8:30am (Hong Kong/Shanghai), & 8:00-9:30am (Seoul)

Agenda

- **Introductions and ITA's Services to Help U.S. Businesses in Asia**
 - Andrea DaSilva, Senior Media & Entertainment Analyst in the Office of Service Industries, International Trade Administration (ITA), U.S. Department of Commerce, Washington, DC
- **A2IM and STEP Trade Mission**
 - Rich Bengloff, President of the American Association of Independent Music (A2IM), New York City
- **U.S. Government's Role in Copyright Enforcement**
 - Raquel Cohen, Attorney Advisor and International Trade Specialist in the Office of Intellectual Property, International Trade Administration, U.S. Department of Commerce, Washington, DC
- **Combatting Piracy and Market Opportunities in the China, Hong Kong and Korea**
 - May-Seey Leong, Regional Director for Asia of the International Federation of the Phonographic Industry (IFPI), Hong Kong
- **Publishing and Licensing & the Music Market in Hong Kong and China**
 - Kenney Shiu, Managing Director of peermusic (S.E. Asia) Ltd., Hong Kong
- **Working with the Chinese Government**
 - Jean Hsiao Wernheim, Chief International Executive of Shanghai Synergy Culture & Entertainment, Sweden/Shanghai
- **Recent Changes & Opportunities in the Korean Music Market**
 - Bernie Cho, President of DFSB Kollektive, Seoul
- **Question & Answer Session with Moderator**
 - Robert Singerman, Partner at 88tc88.com, New York City

SPEAKER BIOGRAPHIES

ANDREA DASILVA

Andrea DaSilva is a senior media and entertainment policy analyst at the U.S. Department of Commerce. She manages an export assistance award with the International Film and Television Alliance, and advises U.S. and foreign officials on services trade and the creative economy. Andrea has represented Commerce in free trade, APEC, and OECD negotiations for the digital economy worldwide, and has led several industry-trade advisory committees. She holds a joint M.A. International Development & MBA, and works closely with A2IM. An avid music enthusiast, Andrea recently performed at Blues Alley in Washington, DC.

RICH BENGLOFF

Rich Bengloff is the President of the American Association of Independent Music ("A2IM"), a non-profit organization representing a broad coalition of independent music labels. Rich also serves as a board member of the SoundExchange and the Alliance of Artists and Recording Companies ("AARC"). Rich has spent much of his career in the music and entertainment industry during the past 20 years, having worked at both music labels and music distributors in both independent (RED, Combat/Relativity/In Effect) and major music companies (Sony Music and Warner Music,) as well as WNYC Radio, serving as a senior level operations and financial executive. Rich has been published in Billboard, FMQB, NY Times, Hypebot, Huffington Post, Daily Tech, and is often called on to speak at events around the world including CMJ, Digital Music Forum East, Midem, SXSW and the inaugural International Creative Industries Summit in Shanghai, China in 2009. Rich has an MBA from Columbia University and is an adjunct professor of Communications and Media Management at the Fordham University Graduate School of Business.

RAQUEL COHEN

Raquel Cohen is an Attorney in the Office of Intellectual Property Rights at the U.S. Department of Commerce. Her current work focuses on high-profile cases in China and South Korea, and she offers expert opinions on IP and trade policy, entertainment law, copyright, trademark, licensing, and compliance with the DMCA. Previously she led her own private IP practice and also served as an IP Attorney at Rothwell, Figg, Ernst & Manbeck. Raquel is actively engaged in a variety of industry trade associations.

MAY-SEY LEONG

May-Seey Leong is the Regional Director for Asia of the International Federation of the Phonographic Industry (IFPI), the organization representing the music industry worldwide, including more than 1,400 record producers and distributors from over 66 countries. Based in Hong Kong, May-Seey coordinates IFPI's priorities across Asia, in areas ranging from legal policy, government affairs and to helping develop the digital music business as well as expanding the music markets for the industry. She oversees the activities of ten national groups and eight collective administration organizations in the region as well as IFPI's representative office in China. Before joining IFPI in 1991, she practiced law in Singapore specializing in the field of intellectual property. She is admitted to the Roll of Advocates and Solicitors in Singapore and to the Roll of Solicitors in England and Wales.

KENNEY SHIU

Kenney Shiu is the Managing Director of peermusic (S.E. Asia) Ltd., based in Hong Kong. Peermusic was the first independent publisher to establish a global network which today extends to 36 offices in 27 countries. Mr. Shiu has previously held positions at Celestial Pictures, Warner Music Hong Kong, Rock Music Publishing Hong Kong Ltd., and Ernst & Young. He is a Board Member of the Asian Music Publishers Association (AMPS) and as a Council Member of Music Publishers Association of Hong Kong (MPAHK).

JEAN HSIAO WERNHEIM

Jean Hsiao Wernheim is the International Chief Executive at Shanghai Synergy Culture and Entertainment Group, and Co-Founder of a-Peer Holding Group. Jean is an American and Swedish citizen from Taiwan, with 25 years of experience in media sectors and international marketing. In 1994 Jean served as International Director at MNW Records, the largest Swedish independent record label, releasing Swedish artists and music world-wide. In 2006, Jean and partner, Ed Yen, founded an innovative digital music business platform, a-Peer Holding Group. A-Peer is incorporated in the U.S. As Principal, Jean oversees global sales and marketing for Chinese and other foreign music and media industries. In 2007 a-Peer entered in to a joint venture with Shanghai Synergy Culture & Entertainment Group, one of China's most influential media and entertainment groups. In this role she handles global licensing.

BERNIE CHO

Bernie Cho is the President of DFSB Kollektive, a Seoul-based creative agency that specializes in providing digital media, marketing, and distribution solutions to 350+ Korean Pop music artists. DFSB collaborates with artists and their management to devise customized strategies that directly connect them to their local and global fans. Since 2009, the agency has produced numerous K-Pop concerts in North America and Asia as well as secured #1 iTunes chart debuts for various K-Pop albums in US, Canada, Europe, Japan, and Australia. Prior to founding DFSB Kollektive, Bernie served as the Head of MTV Korea's Digital Media Production and worked for over a decade in the Korean music TV industry as a Creative Planner, Program Producer, and Video Jockey.

ROBERT SINGERMAN

Robert Singerman is a Partner at 88tc88.com, which offers lyrics and meta-data translation services and provides digital distribution into China. He is also the North America Director for Brasil Music Exchange, a project conducted by Brasil, Musica & Artes that works to stimulate activities and exchanges of experience and trade in the musical markets. In addition, he is a regional director for Ignis Technology Solutions, which provides product engineering and IT solutions for all levels of media companies, from start-ups to major music publishers. Robert has over thirty years of experience with the music industry. In 2004-2007, he was the founding director of the European Music Office in the U.S., and in 2004-2008, he served as the director of the French Music Export Office in North America.