

**Memorandum of Understanding
between
Korea Creative Content Agency
and
The Thai Chamber of Commerce and Board of Trade of Thailand**

This **Memorandum of Understanding** (hereinafter referred to as “**MOU**”) is made and entered into effect on the 22nd day of March 2016 by and between

- (1) **Korea Creative Content Agency** (hereinafter referred to as “**KOCCA**”) having its registered office at 35 Gyoyuk-gil, Naju-si, Jeollanam-do 520-350, the Republic of Korea, and
- (2) **The Thai Chamber of Commerce and Board of Trade of Thailand** (hereinafter referred to as “**TCC&BoT**”) (having its registers office at 150,150/2 Rajbopit Road, Pranakhon District, Bangkok, 10200, Thailand)

(KOCCA and TCC&BoT are hereinafter referred to individually as a “**Party**” and collectively as “**Parties.**”)

WHEREAS

- A. KOCCA was established on May 7, 2009 by combining Korea Broadcasting Institute, Korea Culture and Content Agency, Korea Game Industry Agency, Cultural Contents Center, and Digital Contents Business Group of Korea IT Industry Promotion Agency according to Article 31 of the Framework Act on Cultural Industry Promotion. KOCCA is dedicated to promoting all areas of cultural contents and supporting the growth of the cultural content industry by providing a comprehensive support system to help Korea’s content industry grow into a global leader in the creative economy.
- B. TCC&BoT is an organization established by the Chamber of Commerce Act B.E. 2509 (1966) to be the leading business institution, working with integrity, efficiency and wide networking in driving the Thai economy, society and education into the global community with clear and sustainable direction. TCC&BoT’s Creative Digital Economy Committee promotes, organizes and publicizes the digital economy in IT, communication and digital creative content in Thailand.
- C. Both Parties recognize that they share many common goals, including cooperation in the industries for digital creative and cultural contents (e.g. animations, broadcasting, music, games, applications, e-learning, or other digital contents) of both countries.
- D. The Parties are desirous of entering into a formal understanding to strengthen their collaboration on digital creative and cultural content promotion and on such other

related areas as may be agreed upon for a mutually beneficial and synergetic relationship between the parties.

NOW, THEREFORE, THE PARTIES AGREE AS FOLLOWS:

1. Objective

The objective of this MOU is to establish cooperation between KOCCA and TCC&BoT to communicate and cooperate with each other in developing the industries for digital creative and cultural contents of Korea and Thailand, with ultimate goals of promoting content exchange among Asian countries and seeking further growth of each country.

2. Mutual Cooperation

KOCCA and TCC&BoT, on the basis of the spirit of this MOU, shall cooperate with each other in performing their joint activities in the following areas:

- (1) developing and promoting joint projects in the fields of digital creative and cultural contents in Korea and Thailand, including sharing and exchanging information, seeking co-production opportunities and conducting business matching events in either country with mutual discussion;
- (2) searching for marketing opportunities for digital creative and cultural contents of both Parties to advance into ASEAN countries and East Asian countries;
- (3) providing assistance, technology exchanges and consultations, if necessary, to develop the industries for digital creative and cultural contents of both countries on a par with global standard; and
- (4) enhancing interchanges between personnel and start-up, small and medium size companies and sharing know-how for training and educating skilled human resources in the industries for digital creative and cultural contents of both Parties.

3. Business Facilities

KOCCA and TCC&BoT, in conducting the mutual cooperation activities presented in Clause 2, shall make efforts to assist each other to the maximum level possible with proper courtesy providing necessary facilities when available.

4. Other Potential Cooperation

The Parties agree that the terms and conditions of any cooperative projects that may be conceived pursuant to or arising out of this MOU shall be the further subject matter of separate agreements to be negotiated and agreed upon by the Parties and/or any third parties (if applicable) PROVIDED ALWAYS the decision whether to initiate and/or implement any proposed cooperative projects shall be subject to the availability of funds and human resources on the part of each Party.

5. Exchange of Materials, etc.

Each Party shall provide each other for free with any publications and visual materials including books and DVDs related to Korea or Thailand and any new information in relation thereto when available and shall facilitate each other to rent or use materials or books archived in both countries.

6. Validity

This MOU will remain in place until either Party terminates its validity in writing by giving - one month's advance notice, or until one of the Parties stop existing. Amendments to this MOU can be made at any time by an exchange of letters. Such letters will be an integral part of the present MOU.

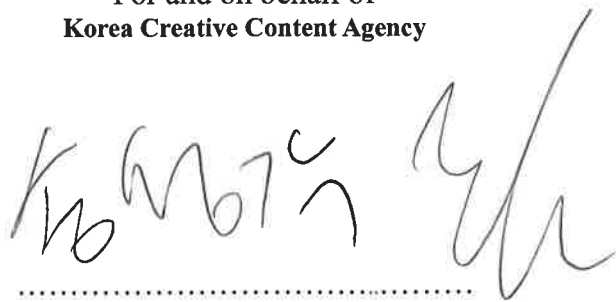
7. Exclusivity

The Parties agree that they are not bound exclusively by this MOU and that the terms of this MOU shall not preclude any Party from entering into similar arrangements with any other parties during the term of the MOU.

The Parties hereto have executed two originals of this MOU in the English language and shall retain one each.

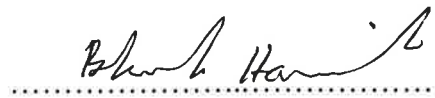
IN WITNESS WHEREOF, the Parties hereby execute this MOU on the day and year first above written.

For and on behalf of
Korea Creative Content Agency



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Mr. Sung-gak Song
President and Chief Executive Officer

For and on behalf of
**The Thai Chamber of Commerce and
Board of Trade of Thailand**



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Mr. Bhumindr Harinsuit
Vice Chairman