

## ABOUT THE WORKSHOP

Business matching – 1:1 sessions.

This session is designed to foster genuine collaboration across Asia's production ecosystem where the next great partnership might not come from an algorithm, but from a conversation.

This year we skip the talk, drop the slides, and get straight to what matters: meeting the right people.

PRODUCERS+ brings the focus back to what truly drives creativity: human connection.

Following the 2025 edition of "Connecting Producers in Asia," 2026's session evolves into a more interactive format.

Instead of a traditional talk, PRODUCERS+ will enable Executive Producers, Senior Producers, and Business Leads from Production Houses, Post-Production Studios, Audio Houses, Film Studios, Event Production Companies, Film Directors' Agencies (...) to connect through curated 1:1 meetings, and sharing business-changing ideas.

Discussion topics / focused on potential synergies:

- Knowledge-sharing on crew culture, best practices & market strengths
- Budget dynamics
- Cross-border IP development partnerships & co-production models
- Regional expansion opportunities...

## ABOUT THE SPEAKERS

### Yann Williot

Co-Founder & Managing Partner

ME Group & Echo Films, Ho Chi Minh

Yann is the Co-Founder & Executive Producer of ME Group, Vietnam's leading one-stop-shop production hub that brings together some of the most specialized production teams under one roof:

- May Production – TVC & Films PH
- Echo Films Vietnam & Singapore – TVC PH / Line Production
- Ginger Shots – Tabletop & Motion Control Studio
- 18 Studios – TVC & Digital PH
- 299 Production – Commercial Photography Studio & Talent Agency
- Yam – Social Media Content & Social Commerce Agency

He first came to Vietnam in 2005 – and what was meant to be a short adventure became a 20-year journey through one of the most exciting creative industries in SEA.



In 2007, he co-founded Echo Films in Saigon together with Lien Dang, focusing on TVCs production.

In 2020, together with Lien Dang, Tony Nguyen, and Phuong Tran, they co-founded ME Group, now Vietnam's largest commercial production network. Their goal is to unite diverse teams and disciplines to deliver world-class production value & services for both local and global clients—bridging local talent with international creative partners.

### **Nancy Tran**

TVC Executive Producer – Global Markets  
ME Group & May Production, Ho Chi Minh

Nancy studied Film Production in Paris. After an early stint in France working on long-form projects and film financing, she returned to Vietnam in the early 2000s.

She built her career in Saigon across multiple production roles, including Producer, Audio Producer, and Post-Producer, before joining May Production in 2016 as a TVC Producer.

Following a short period focused on feature films production (freelance), she rejoined ME Group, working across May Production, Ginger Shots, & Echo Films as Head of Production .

From 2026, Nancy steps into the role of TVC Executive Producer – overseeing South East Asia and Global markets.

### **SCHEDULE**

Date: Friday 20 March 2026  
Time: 15.30-17.00  
Venue: Room Pattaya 6, Mezzanine Floor, PEACH  
Remark: Pre-registration is required

### **ELIGIBILITY & REGISTRATION**

- Interested applicant must be a registered delegate of ADFEST 2026
- To register, please click [here](#) and complete the online registration form
- Registration is not confirmed until you receive confirmation from ADFEST
- Reservation is strictly **first-come-first-served** & seats are limited to **only 40 delegates**

For more information, contact [Workshop@ADFEST.com](mailto:Workshop@ADFEST.com)

