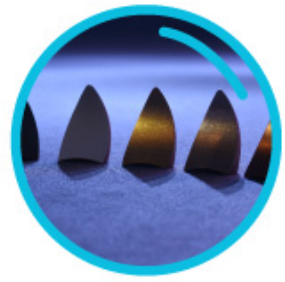


# ABOUT ADFEST



**RISE**  
ADFEST 2023





# ABOUT ADFEST

ADFEST is Asia's most celebrated regional creative festival.

With less than 200 delegates its 1st year, ADFEST now welcomes over 1,200 delegates from all over the world each year.

Founded in 1998, ADFEST is the ideal place for the creative industry to gather, network, exchange ideas, and be inspired. It is the annual creative festival not to be missed to stay at the forefront of the rapidly changing creative, marketing and production industries.

ADFEST not only raises the standard of creative excellence in the region, it also celebrates the uniqueness of local culture. It is a learning hub for those in the communication industry through showcasing of the region's best creative works and inspiring content. It is also the perfect place to relax, learn, and meet new friends in the industry.

ADFEST is 1 of only 8 regional creative festivals included in the WARC 100 Creative Rankings.



# ADFEST 2023

“RISE” with us at ADFEST 2023, which will be held Thursday 23 – Saturday 25 March 2023 at the Pattaya Exhibition And Convention Hall (PEACH), Royal Cliff Hotels Group, Pattaya.

It is time... to Rise.

The darker the night, the nearer the dawn,

Rise to the first ray of light that touches the lawn!

Rise to the emergence of ADFEST 2023 in Pattaya.

Rise from the costly pandemic to the call of this morn.

Recall the sunshine and sea-breezes that beckon,

Cleansing the cobwebs, lethargy and foul indolence.

Let the hunger for and bright light of creativity reign,

Where inspiration and learning are never in vain.

Rise to celebrate and gather at ADFEST,

A forum where old and new friends will gather yet,

Where ideas and knowledge thus cumulate,

So come join us on this auspicious date.



# OBJECTIVES

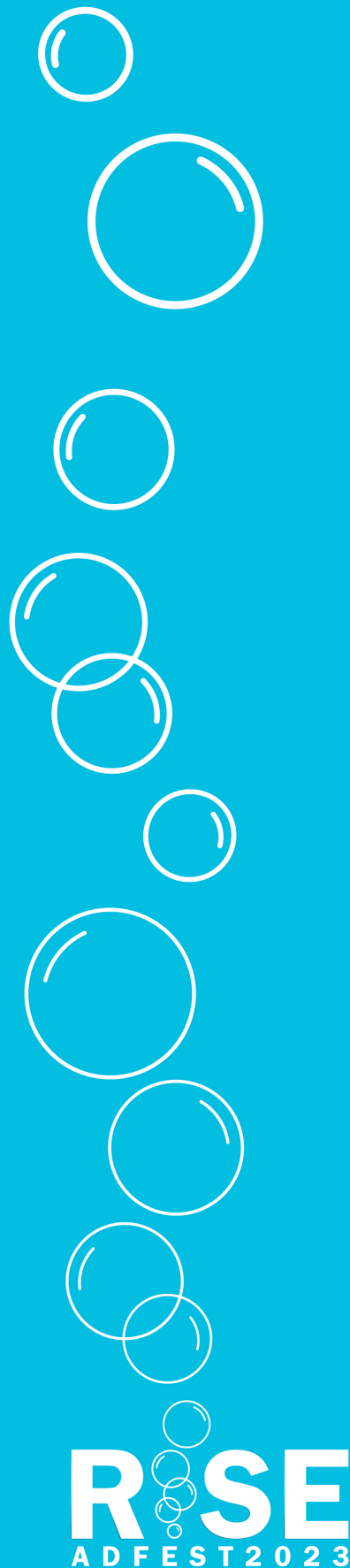
- Raise the standard of creative excellence in the region
- Encourage & celebrate the uniqueness of each local culture
- Serve as learning hub via:
  - Showcase of the best advertising and production works in the region
  - Seminar sessions by renowned speakers from all over the world
- Center for meeting old friends, making new ones, and exchanging of new ideas & opinions
- Provide short break from daily work to re-focus, re-charge, and find new inspirations





# ACTIVITIES

- Judging
- Seminars
- Exhibition & Screening
- Sponsors & Exhibitors
- Award Presentation
- Social Functions
- Programs for up-and-coming talents:
  - Young Lotus Workshop
  - Short Films by the Fabulous Five



# DELEGATES

Argentina

Australia

Austria

Bangladesh

Belgium

Brazil

Cambodia

Canada

Chile

China

Chinese Taipei

Czech Republic

Denmark

Egypt

Estonia

Finland

France

Germany

Hong Kong, China

Iceland

India

Indonesia

Italy

Japan

Kazakhstan

Lebanon

Malaysia

Mauritius

Monaco

Mongolia

Myanmar

Nepal

Netherlands

New Zealand

Oman

Pakistan

Philippines

Poland

Slovakia

Slovenia

South Africa

South Korea

Spain

Sri Lanka

Sweden

Switzerland

Thailand

Ukraine

United Arab Emirates

United Kingdom

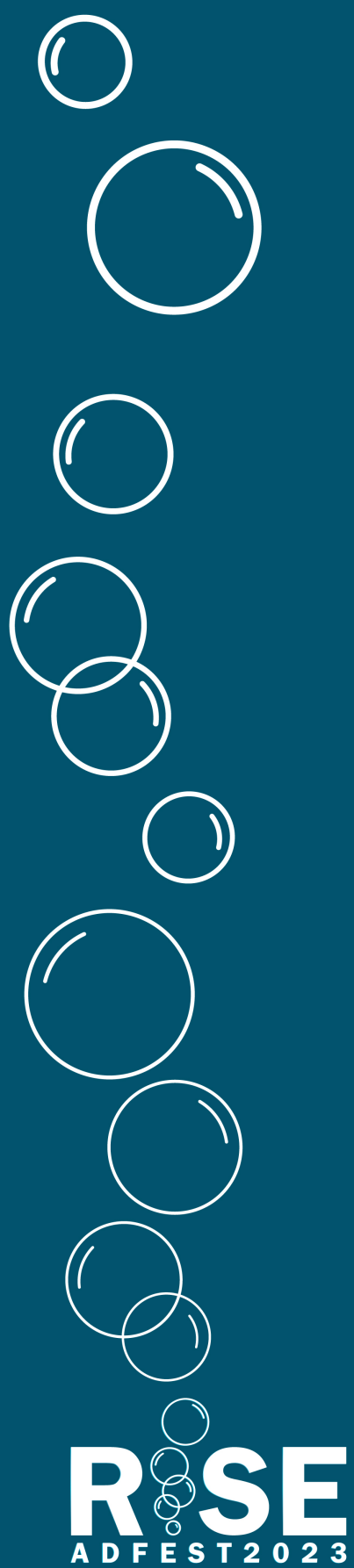
USA

Vietnam

Portugal

Russia

Singapore



YEAR	ENTRIES	DELEGATES
1998	732	180
1999	988	240
2000	1,089	350
2001	2,056	450
2002	2,408	550
2003	2,661	663
2004	3,308	800
2005	4,027	1,511
2006	4,738	1,453
2007	5,012	1,654
2008	5,148	1,611
2009	3,309	905
2010	2,707	_*
2011	2,770	1,104
2012	2,857	1,277
2013	3,507	1,305
2014	3,253	1,099
2015	3,295	1,133
2016	3,112	1,259
2017	3,011	1,351
2018	2,823	1,255
2019	2,539	1,135
2020	2,341	_**
2021	1,130	_**
2022	1,311	_**

\*ADFEST 2010 cancelled due to political situation in Bangkok

\*\*ADFEST 2020-2022 cancelled due to Covid-19





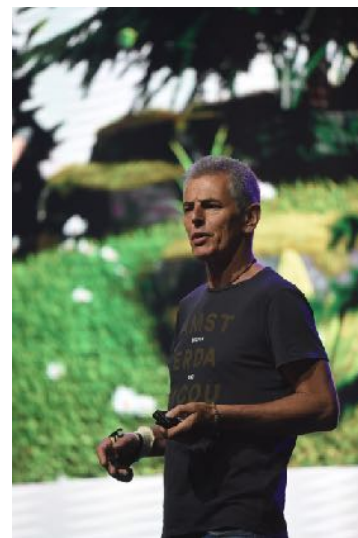


















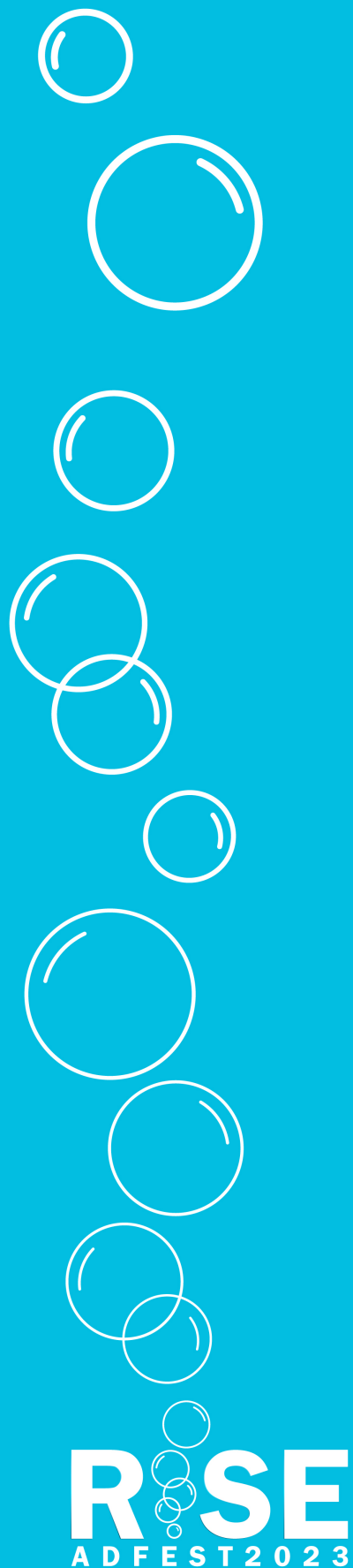




# SPONSORS & SUPPORTERS







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