

KCON GERMANY 2024

Messe Frankfurt, 28. & 29.09.2024

CJ ENM's KCON GERMANY 2024 Wraps Up 2-Day Celebration of First K-POP Fan & Artist Festival in Germany

- German edition of K-POP Fan & Artist Festival featured upbeat K-Pop music and spectacle dance performances from September 28 to 29 at Messe Frankfurt
- Nearly 30.000 fans experienced KCON GERMANY 2024 on-site, with over XXX People from XXX nations enjoying KCON together online over the weekend

Sep 30 2024 – Leading entertainment company CJ ENM announced today that its **KCON GERMANY 2024**, held from September 28 to 29 at Messe Frankfurt, wrapped up its spectacular first-ever K-POP Fan & Artist Festival in Germany, once again bringing together K-Pop fans around the world to connect through music and culture. Nearly 30.000 fans experienced **KCON GERMANY** together on-site, with XXX people from XXX countries enjoying KCON together online over the weekend.

KCON GERMANY 2024 presented one of the most interactive and immersive experiences between fans and artists over the weekend. The German edition of K-POP Fan & Artist Festival featured joy-filled days and nights of upbeat music and dazzling dance performances in Frankfurt, with K-Drama star **Hwang In Youp** and K-Pop icon **MIYEON** from **[(G)I-DLE]** hosted **MCOUNTDOWN** together for two days in a row.

The first day of **KCON STAGE** showcased remarkable performances from **Dreamcatcher**, **izna**, **Lee Young Ji**, **ONF** and **THE BOYZ**, followed by **MCOUNTDOWN** with impeccable performances by **EVNNE**, **ILLIT**, **JO1**, **KISS OF LIFE**, **MIYEON [(G)I-DLE]**, **NOWADAYS**, **THE BOYZ** and **YUGYEOM**. The second day of **KCON GERMANY** featured more unforgettable performances of **EVNNE**, **JO1**, **Kep1er**, **KISS OF LIFE** and **YUGYEOM** on **KCON STAGE**, while **Dreamcatcher**, **izna**, **Kep1er**, **KEY**, **Lee Young Ji**, **LUN8**, **ONF** and **RIIZE** captivated the audience with their performances on **MCOUNTDOWN**.

KCON's signature performance is the **DREAM STAGE**, where fans have the opportunity to dance on stage with their favorite K-Pop artists. **KCON GERMANY's DREAM STAGE** was created together with fans and K-Pop stars like **ILLIT** and **RIIZE** for their hit songs 'MAGNETIC,' and 'GET A GUITAR,' respectively.

Performances aside, **KCON GERMANY** provided various activities such as **MEET & GREET** where fans have a closer-up opportunity with artists. **KCON** attendees could also experience and enjoy a wide range of products from cosmetics to food to merchandise, presented by 26 companies. Furthermore, the **Seoul Metropolitan Government** took part in **KCON GERMANY 2024** to promote its brand 'Seoul, My Soul,' and character 'Hechi & Soul

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Friends'. Other official partners including the **Korea Tourism Organization** and the **National Hangeul Museum** had their own branded booths to boost Korean tourism and enhance the awareness of Hangeul, Korean alphabet, globally.

*"We are pleased to present **KCON** in Germany for the first time and to have an opportunity to engage with K-Pop fans in Europe and feel their passion for K-Pop." **Harry H.K. Shin, Head of Music Entertainment at CJ ENM.** "KCON will continue to evolve and play an active role in bringing people together around the world through music and culture."*

First started in Irvine, U.S. in 2012, **CJ ENM's KCON** has been a driving force in fostering a global community around K-Pop and demonstrating the immense power of K-Pop fandoms. **KCON** has become a recognized platform for launching the careers of K-pop artists on the international stage with having about 1.96 million attended fans over the past 12 years.

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About CJ ENM

CJ ENM is a leading entertainment company founded in Korea in 1995. CJ ENM's Entertainment division is engaged in a wide range of industry business areas, including media content, music, film and performing arts, providing its leading original content to various media platforms around the world. CJ ENM has created, produced and distributed globally-acclaimed content, including Oscar-winning film "Parasite," Tony Award-winning musical "Kinky Boots," record-breaking Korean films including "Roaring Currents" and TV series such as "Guardian: The Lonely and Great God," "I Can See Your Voice" and more. United under the slogan "We live to discover Untold Originals," CJ ENM has three major production and distribution studios: drama production powerhouse Studio Dragon, U.S.-based studio Fifth Season and K-OTT content production studio CJ ENM STUDIOS. CJ ENM also presents KCON, the world's No.1 K-POP Fan & Artist festival, and MAMA AWARDS, the world's No.1 K-POP awards, in order to bring K-culture experiences to people all over the world. To learn more about CJ ENM, please visit: <http://www.cjenm.com>

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