



KOREAN DELEGATION AT MIDEM 2026



ALAWN

Multi-Platinum Producer • Songwriter

Alawn is a **multi-platinum producer, songwriter, and mixing engineer** with **45 Billboard #1s**, cementing his status as one of the **most sought-after creators in contemporary music**. Renowned for shaping the **global sound of K-pop**, his work consistently tops charts across **Asia, the U.S., and beyond**.

Originally from **Lyon, France**, Alawn launched his commercial career as an **artist/DJ** with releases under **Universal Music, Sony Music, and Ultra Records**, quickly amassing over **300,000 fans online**. However, it was his first writing camp with **SM Entertainment in Seoul** that opened the floodgates to a prolific career in the **Korean music industry**.

Today, Alawn's fingerprints are all over the **biggest records in K-pop**. His credits span **Stray Kids, IVE, NCT 127 & DREAM, TWICE, ITZY, LE SSERAFIM, NMIXX, KAI, SuperM, WayV, and NJZ**, among many others. He's also collaborated with **global icons** such as **Flo Rida, Snoop Dogg, Gucci Mane, Paul Wall, and Boyz II Men**.

His work has earned top honors at the **Mnet Asian Music Awards (MAMA), Melon Music Awards (MMA), Golden Disc Awards, and Asia Artist Awards**, among others including multiple **"Song Of The Year"** awards—solidifying his reputation as a **cross-cultural powerhouse**. In addition to his chart dominance, Alawn is deeply involved in pushing the boundaries of **sound and technology**.

He is a **brand ambassador and partner** with leading audio innovators including **Roland, McDSP, Klipsch Audio, ADAM Audio, Eventide, Acustica Audio, Oeksound, Arturia, and Belkin**. He also serves on the **Les Paul Foundation's Advisory Board**, contributing to the legacy and future of **music innovation**.

Now fully based in **Seoul**, Alawn continues to expand his influence, not only as a **hitmaker** but as a **creative visionary defining the next era of global pop**.



EUNMARO KIM
Director of Distribution and Global Management
CAM WITH US
Label, Distribution

Eunmaro Kim: Director of Distribution and Global Management at CAM WITH US. Leads strategic content distribution and global market expansion, with a strong commitment to bringing outstanding Korean artists to online platforms and audiences worldwide.

CAM WITH US: CAM (Creative Artist Management) is a fast-growing artist management company as well as a label based in Korea, representing leading singer-songwriters and creators. Since its establishment in April 2024, CAM has built a diverse roster of 16 artists including '10CM', 'DAVICHI', 'Balming Tiger', 'Car, the Garden', 'PARK MOONCHI', and 'Silica Gel' in musician roasters, as well as fashion model/entertainer 'Joo Woo-jae' and 3D pen artist 'Sanago', supported by a team of over 70 professionals. Continuously expanding its artist lineup, CAM is focused on building long-term careers through IP-driven expansion across music, content, commerce, and live experiences. In pursuit of international expansion, CAM is actively partnering with international companies to create new opportunities in overseas markets.



HYOWON CHUNG
CEO
AMPLIFIED Corp. and PN Investment
Publishing, Management

Hyowon Chung is a veteran music industry executive and the **CEO of AMPLIFIED Corp. and PN Investment**. With a distinguished career spanning **SM Entertainment** and **Sony Music Publishing**, he possesses deep expertise in K-Pop A&R, music publishing, and intellectual property (IP) management. Currently, he is bridging the gap between creative content and finance by leading global music production at AMPLIFIED and overseeing music IP funds at PN

Investment.

AMPLIFIED Corporation is a premier K-Pop music production and publishing agency dedicated to bridging the gap between global creativity and the Korean music market. Led by veteran executive Hyowon Chung, AMPLIFIED manages a world-class roster of producers and songwriters responsible for chart-topping hits by artists such as **ATEEZ, NCT, LE SSERAFIM, ITZY, TWICE, and TXT, etc.**



JAKE LEE
CEO
Leeway
Sync, Distribution

Jake Lee (Korean name: Jihyung Lee) is a veteran professional with nearly 30 years of experience in the K-pop music industry. He entered the music business in 1998 while attending university by founding an independent record label, and later transitioned into the advertising industry, where he developed his expertise as a music supervisor. In 2007, he founded Leeway Music & Media and has served as its CEO ever since.

In addition to his extensive industry experience, Jake Lee earned a Ph.D. in Copyright Law from Dongguk University Graduate School in Seoul in 2019. He has since lectured on copyright law at several universities. He currently also serves as a board member of KMPA (the Korea Music Publishers Association), an organization representing Korea's major music publishing companies.

LEEWAY

Leeway Music & Media, founded in Seoul in 2007, has grown into one of Korea's leading independent music publishing companies, distributors, labels, and sync agencies within the Korean music industry. In particular, the company is recognized as the largest sync agency in Korea, having completed approximately 100 music projects for visual content such as commercials, films, TV series & shows, and games. Its key clients include not only major local media companies in Korea but also global platforms such as Netflix and Disney+, with a primary focus on blockbuster productions and campaigns for major corporate brands.

Leeway Music & Media represents and administers approximately 120,000 music works in Korea from independent publishers, labels, distributors, and artists around the world, including France, handling their publishing, distribution, and promotion within the Korean market. At the same time, the company supplies approximately 20,000 independent K-pop tracks to international markets worldwide.



THIEN LE
CEO
Kyte
Booking, PR & marketing, publishing

Thien is the co-founder of KYTE, a Seoul-based music and rights agency providing comprehensive services including publishing, public relations (PR), marketing, and booking. He mainly oversees the company's publishing division, dedicating his efforts to driving the growth of the Korean and broader Asian music publishing industry and positioning it as a competitive force in the global market.

In addition to its rights and agency work, KYTE serves as the directing organization of one of South Korea's largest rock festivals, the Busan Rock Festival, and has organized numerous Korean export missions and showcases worldwide, supporting the international expansion of Korean artists and repertoire.

Prior to founding KYTE, Thien gained valuable experience in Berlin through roles at major global companies such as BMG Rights Management and Universal Music, as well as through a range of independent projects. Through this, he has developed extensive expertise across the music industry, including copyright administration, licensing, artist management, promotion, and international touring.

KYTE is a music agency based in Seoul servicing artist booking, PR & marketing, and music publishing. Being a faithful partner with Busan Rock Festival and Korea Spotlight in the last decade, we strive to strengthen and grow cultural exchange across the world.