

Deepak Dhar forms CreAsia Studio for South East Asia

Appoints Jessica Kam-Engle as EVP & Business Head for Banijay Asia's regional Expansion



Jakarta, Indonesia Feb 7, 2024 ([Issuewire.com](https://www.issuewire.com)) - Deepak Dhar, Founder & Group CEO - of Banijay Asia and EndemolShine India, today announced Banijay Asia's strategic expansion into Southeast East Asia, with the formation of a new entity – CreAsia Studio. With a focus on local collaborations to create local originals and produce local Banijay IP adaptations, *he announced the appointment of Jessica Kam-Engle as the EVP & Business Head of CreAsia Studio*. She will report to Deepak Dhar, and be responsible for driving business strategy and growth in the key markets of South East Asia – Malaysia, Indonesia, Singapore, Hong Kong, Philippines, Vietnam, and Thailand. An established Film/TV producer and studio executive, Jessica has more than 20 years of experience working in the region, with brands like Disney+, HBO Asia, Warner Media Entertainment Networks, MTV Networks/Viacom, MGM Gold Network, Dow Jones Newswires, Celestial Pictures

Talking about the development, Deepak said, "Given Jessica's unparalleled experience in the Asian market, Banijay's global IPs and marquee concepts, exciting local collaborations, and a focus on India as a production hub for the region, CreAsia Studio is our next growth engine." He further added, "We're confident of Jessica's leadership to steer us towards a leading presence in the region. Her appointment is also a testament to our commitment to tapping into newer markets and diversifying our portfolio in the vibrant Southeast Asian entertainment sector."

Talking about her new innings, Jessica Kam-Engle said, "It's my privilege to join the Banijay family, and I am excited to lead the strategic expansion in South East Asia. There are vast opportunities to develop local and global IPs with the pool of creative talent from this region, leveraging Banijay's world-class content production expertise and its global distribution clout. I am looking forward to exciting collaborations with key players in the region."

Jessica was most recently Head of Content and Development for Disney+ in APAC, during which she commissioned more than 60 scripted and non-scripted original series across the region with notable commercial hits including Korean dramas *Moving*, *Big Bet*, *Connect*; Japanese live-action *Gannibal*; Chinese series *Taiwan Crime Stories*, *Delicacies Destiny*; and Bahasa series *Wedding Agreement*, *Mendua*, *Call My Agent*, *Teluh Darah*. In 2017-2021 Jessica was Head of Original Production for HBO Asia overseeing its original productions across Asia in 10 languages, including TV series like *Workers*, *Invisible Stories*, *The Talwars: Behind Closed Doors*, *Folklore*, *Food Lore*, *Grisse*, *The Teenage Psychic 2*, and feature film *The Garden Of Evening Mists*. Prior to HBO, she was an independent film producer, based out of Beijing and Hong Kong from 2008 to 2016, during which time she produced 10 feature films including the critically acclaimed *The Piano in a Factory*

This latest move complements Banijay's existing activity and presence in the region driven by its global distribution operation, Banijay Rights, which continues to handle format licensing across the region in collaboration with Dhar and the team.



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