



NEWS RELEASE

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MPA FORUM SPOTLIGHTS OPPORTUNITIES FOR CHINESE FILM INDUSTRY TO DEVELOP FULLY INTEGRATED GLOBAL VALUE CHAIN

SHANGHAI/SINGAPORE – On June 16, the Motion Picture Association (MPA) joined with the Shanghai Theatre Academy and the 17th Shanghai International Film Festival (SIFF) to present a forum on the importance of China developing a complete industry value chain that is fully integrated into the global film market.

The *Global Film Industry Value Chain Development Forum*, held at the Academy Theatre, Shanghai Theatre Academy, attracted over 500 Chinese and international guests, many of whom were visiting Shanghai for the 17th Shanghai International Film Festival.

Leading industry experts participated in two panel sessions in a review of China's emergence on the global film stage and the huge potential for the local industry to expand into a wide range of film-related sectors – from film finance to venture capital, from production and distribution to cinema exhibition, and from studio theme park development to merchandising.

Han Sheng, President of Shanghai Theatre Academy, said, “We greatly value MPA and its member studios cooperation with Shanghai Theatre Academy. As a leading film school in China with about 70 years of history, we are seeking new cooperation models to develop programs with film and TV industry in China and hope that these innovative programs will help nurture new talent to meet the increased demand in China's drive to develop the film industry value chain.”

Miao Xiaotian, President of China Film Co-Production Corporation, said, “Co-production is an important aspect in developing China's film industry value chain. Over the years, MPA and its member studios have together played a constructive role working with Chinese film communities. We appreciate their great efforts to promote co-production, including at the annual LA Screenings, and look forward to strengthening this relationship.”

Eben Davidson, SVP of Acquisitions and Production, Paramount Pictures, said, “Paramount is very keen to explore business opportunities with our partners in China. We are now working on our first major co-production project in the country and we hope it will be a win-win for all parties.”

Mike Ellis, President and Managing Director, Asia Pacific, MPA, said, “The astonishing development of the theatrical exhibition market in response to the huge demand from Chinese film-going audiences has been a significant factor in the successful growth of the Chinese film industry, but it doesn't end there.

There are numerous opportunities to establish ancillary businesses that make up the film industry value chain, providing quality jobs, important infrastructure, a wide range of entertainment venues, and the development of significant intellectual property, often in partnership with international film businesses. The MPA appreciates the opportunity to partner with the Chinese film community and leading academic institutions to stage these forums and hopefully stimulate further discussion on this important topic.”

The panels involved a number of leading industry experts and academics in the fields of film finance, movie studio development, film acquisitions, production and exhibition and related businesses, including Han Sheng, President, Shanghai Theatre Academy; Ren Zhonglun, Chairman, Shanghai Film Group; Miao Xiaotian, President, China Film Co-Production Corporation; Sherwood Hu, Dean of Film and TV Academy, Shanghai Theatre Academy; Eben Davidson, SVP, Acquisitions and Production, Paramount Pictures; Jack Gao, SVP, News Corp; Ryan Kavanaugh, CEO of Relativity Media; Jill Tandy, Executive Vice President Commercial Affairs, Universal Pictures International; Hugo Shong, Founding General Partner of IDG Capital Partners; Peggy Chiao, Producer, Taiwan; Michael Lake, CEO of Pinewood Iskandar Malaysia Studios; Michael Stephens, Managing Director, Stephens Lawyers Limited; Tracey Trench, Head of Creative Development, Oriental Dreamworks; Yin Xu, Vice President of Hengdian Group; Zhang Jizhong, Director and Producer; and Zhou Tiedong, President, Beijing Novo United Films Co., Ltd.

On June 15, the MPA partnered with the SIFF and Shanghai Tang for the American Film Night cocktail reception and the Chinese premiere of *Labour Day*, directed by Jason Reitman and featuring Kate Winslet and Josh Brolin, at Shanghai Tang Cathay Mansion. Among more than 400 Chinese and international film industry guests were Kitty (Yuqi) Zhang, Xuan Dong, Yunxiang Gao, Ling Huang, Luu Brothers, Ankie Beilke, Qing Ye, Ariel Aisin-Gioro and famous Chinese director Zhang Jizhong.

Images are available [here](#).

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About the MPA:

Promoting & Protecting Screen Communities in Asia Pacific

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit www.mpa-i.org.

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