



NEWS RELEASE

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FILM INDUSTRY LEADERS MAP OUT NEXT PHASE FOR CO-PRODUCTION & INTERNATIONAL BUSINESS DURING MPA-BFM FILM WORKSHOP IN BEIJING

Ji Zhuqing (Layla) takes Grand Prize in final of pitch competition

BEIJING/SINGAPORE – Senior Chinese and international film industry leaders shared their vision for the next phase of the Chinese film industry April 20 at the Motion Picture Association (MPA) – Beijing Film Market (BFM) Film Workshop held during the Beijing International Film Festival.

The first of two panel discussions featured Chen Hang (Managing Director, China Cultural Industry Fund), Huang Qunfei (Vice General Manager, Huaxia Film Distribution), Bennett Pozil (EVP & Head of Corporate Banking, East West Bank), and Rong Yang (Founder and President of TK Films). Moderated by William Feng (Head of Greater China & VP of Asia Pacific, MPA), the panelists confronted the challenges and opportunities that will shape the Chinese film industry and its relationship with its international counterparts.

A second panel featured Richard Fox (EVP, Warner Bros. Entertainment International), Brett Ratner (Director/Producer *Rush Hour*, *The Family Man*, *Red Dragon*, *X-Men: The Last Stand*, and *Tower Heist*), Miao Xiaotian (President of China Film Co-Production Corporation), Zhao Fang (General Manager, Wanda Media) and Zhu Huilong (CEO, Heyi Pictures). Moderated by André Morgan (Producer and President, Ruddy Morgan Organization), the panel discussion explored the possible trends for co-productions between China and the rest of the world.

The MPA-BFM Pitch Competition drew a packed house as four finalists pitched for the Grand Prize after the organizers received over 600 submissions.

Six Weeks Summer, written and presented by Ji Zhuqing (Layla), a story about a young Chinese woman whose passion for a K-Pop Idol takes her down a path of both disappointment and personal growth, swayed the judges' decision. Ji receives the opportunity to participate in a five-day film immersion program in Los Angeles, U.S. this coming November.

Presenting the Grand Prize on behalf of the Jury, Jonathan Dotan (Co-Producer *Silicon Valley*), said, "Layla's impassioned and personal pitch gave us a vision for a new hero for the next generation of Chinese cinema. The jury was proud to support her talent and drive as a filmmaker."

The feature film pitch competition is proving to be a launching pad for exciting new commercial film projects. Last year's winning film *The Gate*, written by Xin Cheng Jiang, is currently in pre-production with Corner Film Studios. *The Gate* is a film about a happy-go-lucky tour guide who suddenly finds his world colliding with a virtual gaming world. Meanwhile, another project, *Instant Love*, which won the MPA Asia Pacific President's Special Recognition Award, is also in pre-production with China Film Co. Ltd.

The feature film pitch competition was moderated by Stephen Jenner (VP Communications Asia Pacific, MPA), and judged by Pauline Chan (Australian Director and Producer), Jonathan Dotan (Co-Producer *Silicon Valley*), David Lee (Founder and CEO, Leeding Media), André Morgan (Producer and President, Ruddy Morgan Organization) and Carrie Wong (Head of Local Production Film and TV, Greater China, Sony Pictures Entertainment).

In the afternoon, Jerry Ye (CEO, Huayi Brothers Pictures) engaged breakout filmmaker Tian Yusheng (Director/Screenwriter, *Ex-Files 2: The Backup Strikes Back*) on how young filmmakers can build a career in the film industry in a special session entitled "Dialogue: New Force of China Film", moderated by Helen Chen (General Manager, Beijing Gehua-Bluerock Digital Arts Co Ltd).

Delivering the welcome remarks, Mike Ellis, President and Managing Director, Asia Pacific, MPA, said, "As the cinema-loving audience multiplies, and dozens of high quality new cinema screens open every day, so the demand of top quality new films intensifies. This is good news for filmmakers looking to tap into the market and deliver engaging new stories for the big screen. Our theme for the film workshop this year is *A Path to Mutual Benefits – The Roadmap for an Emerging Global Film Industry*, a topic of much interest to all of those with a stake in the current and future Chinese film industry. We thank all the speakers who contributed to the discussions and pitching competition, and wish all participants the best of luck with their future careers in this exhilarating industry."

The 2016 MPA-BFM Film Workshop was jointly hosted by the MPA, EntGroup, and the 6th Beijing International Film Festival – Beijing Film Market, and supported by the Film Bureau of the State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China.

On the evening of April 19, a MPA-IWC event *For the Love of Cinema* was held at the Aman Summer Palace Beijing, where renowned Chinese actress Qin Yi was honored with the "Legend of Chinese Film Industry" Award for her outstanding contributions and iconic status in the local film industry.

Images of the events 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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