

**BFI RETURNS TO CHINA TO
DRIVE FILM INDUSTRY GROWTH
*at GREAT Festival of Creativity Shanghai and
via UK film industry delegation***

LONDON– 0930, 26 February 2015: The BFI returns to China in March 2015 to continue its mission towards deeper cultural exchange and understanding, collaboration and business growth between China and the UK on behalf of the UK film industry. The BFI will join the GREAT Festival of Creativity Shanghai from 2-4th March, organised by the GREAT Britain campaign and UK Trade & Investment (UKTI), to present activity that strengthens the relationship between both nations' film industries.

A Film Collaboration panel discussion, chaired by BFI CEO Amanda Nevill and including UK producer David Heyman (*Paddington, Gravity, Harry Potter*) and Chinese President of the Shanghai Film Group Ren Zhonglun, will explore how British and Chinese filmmakers can work together in driving economic growth and creative success. A second panel, Chaired by Pinewood China CEO, Andrew M. Smith, including President Zhanghong Hu, Wanda Group; Iain Smith, Chairman, British Film Commission; Ivan Dunleavy, CEO, Pinewood Group plc and the President of China Film Co-production Corporation Miao Xiaotian, will examine how to make the dream a reality, through the production and post-production process, and a workshop with Framestore. Presentations during the festival of rare films from the BFI National Archive celebrate the rich history of Shanghai and see China's cultural heritage and the industrial potential of film showcased side by side.

The BFI will also lead its second delegation of film industry professionals from the UK to Shanghai and Beijing for a week from March 2-9th, this will be an opportunity for some of the best creative and business minds in the UK to work with the emerging giants of

the Chinese film industry, grow their knowledge of the Chinese film industry and better understand Chinese audiences.

Sajid Javid, Culture Secretary said *“The UK and China are home to two of the biggest and best film industries in the world, so both nations have much to gain from forging closer links. 2015 is the first-ever UK/China Year of Cultural exchange, and it’s great to see the BFI leading the way by building new and stronger relationships with their Chinese counterparts.”*

Amanda Nevill, BFI CEO said *“China and the UK are both great creative nations that share rich cultural histories and a deeply rooted sense of storytelling. This rare, carefully restored archive film from the BFI National Archive shines a light on a moment in China’s history - captured on film. It is especially symbolic to present this to Chinese audiences as the UK’s cultural handshake with China and affirms our commitment to a long term relationship with what will soon become the biggest cinema going nation in the world.*

The opportunities for creative collaborations to drive growth for both the Chinese and UK film industries are extremely exciting. We thank GREAT and UKTI for organising an event which gives us a platform to explore and exchange ideas, forge industrial links and deepen cultural understanding between our nations.”

AT THE GREAT FESTIVAL OF CREATIVITY SHANGHAI

The A-Z of Successful Film Collaborations (Part 1)

March 4th 1.30-2.30pm, Creative Exchange 1

Chaired by BFI CEO Amanda Nevill, a film industry panel will explore the different creative environments in the UK and China and the opportunities that exist for film makers from both nations to work together. The creative process of filmmaking will also be explored with shared insights on taking an idea from concept through to story development and putting together the talent package to bring it to the screen. The panel of industry heavy weights, including British producer David Heyman, President of the Shanghai Film Group Ren Zhonglun and British talent agent and co-chair of The Independent Talent Group Duncan Heath, will have a range of perspectives on how to

how to make successful collaborations. They will discuss how China can benefit from UK talent and skills and learn from its success in making films that are appreciated by audiences the world over, as well as exploring how UK filmmakers can benefit from working with Chinese talent and expertise .

Shanghai on Film, 1900-1946

March 2nd 12.15- 12.35pm and March 3rd 12-12.25pm, Creative Exchange 1

The BFI's Head Curator Robin Baker will present rare films from the BFI National Archive exploring life and landscape in Shanghai during the first half of the 20th century, some of which have never been seen in UK or Chinese cinemas before now.

The films will travel back in time to Imperial China and the last years of the Qing dynasty to discover how one of the city's central streets, Nanjing Road, looked 115 years ago. Rare travelogues will give a glimpse of the city's busy port in 1908, will feature Shanghai's famous heritage waterfront, the Bund, in its heyday in the 1920s and 30s, and will also look at river life among the junks and sampans on the Huangpu River. There's also footage from the Chinese Civil War which caught alight between the Kuomintang and the Communists in 1927, with British, American and European troops dispatched to occupy the city's International Settlement. The films, all non-fiction, will be a mix of travelogues, newsreels, home movies, and documentaries from the BFI National Archive.

FILM INDUSTRY DELEGATION 2-9TH MARCH, SHANGHAI AND BEIJING

The BFI's Head of International, Isabel Davis, will be building on the links and relationships forged from the BFI's delegation to the Beijing International Film Festival last April, with another high level trade mission to China. Twelve delegates have been hand picked to represent the UK's film industry including leading British talent agents, producers, distributors and film sales companies. With an agreed Co-Production Treaty between China and the UK and the opportunities this brings to both nations, the delegates will act as ambassadors for the UK and learn first hand about China's burgeoning film industry and how the UK film industry can have a greater share in China's success. The delegates are:

- Mike Goodridge, CEO – Protagonist Pictures
- Debra Hayward, Producer, Monumental Pictures
- Alex Hope, Co-Founder and MD, Double Negative
- Elizabeth Karlsen, Producer – Number 9 Films
- Rob Kraitt, Agent – Casarotto Ramsay Associates
- Sharon Lee, Licensing and Marketing Executive – Embankment Films
- Mercy Liao, Sales Director, WestEnd Films
- Samantha Perahia, Senior Production Executive – British Film Commission
- James Richardson, Managing Director & Co-Founder – Vertigo Films
- Iain Smith, Producer
- Charles Steel, Producer, Cowboy Films
- Alison Thompson, MD, Sunray Films

The delegation will include a range of key meetings and networking opportunities with round table discussions and site visits to Chinese studios.

The trip follows a very successful beginning of film collaboration with China; BFI CEO Amanda Nevill joined Prime Minister David Cameron’s trade mission in December 2013, during which a landmark Co-Production Treaty between China and the UK was agreed, and followed a year of film collaboration. This included the BFI leading the first major film trade delegation to China at the Beijing International Film Festival and an extensive BFI film programme ‘Electric Shadows’ in which previously hard to see Chinese cinema was opened up to UK audiences and UK film was made accessible to what will soon become the world’s biggest box office nation.

This film industry delegation forms a key part of the BFI’s international strategy, which has identified China as a priority territory for UK film, offering opportunities across co-production, export and cultural exchange to drive growth, creatively, culturally and commercially. China is now the second largest cinema market in the world opening 4,000 new cinemas every year and achieving box office revenues last year of \$3.6bn.

In 2014 the BFI launched its Electric Shadows programme (the Chinese term for movies: 电影“diànyǐng”) and a year of unprecedented film collaboration with China, both

cultural and industrial. The BFI continues to work alongside a range of key strategic partners throughout the year including the British Council, the Department for Culture, Media and Sport, UKTI and the government's GREAT Campaign. A selection of films featuring Shanghai can be viewed now on BFI Player at <http://player.bfi.org.uk/collections/china-on-film/shanghai-pearl-of-the-orient/>

– Ends –

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NOTES TO EDITORS

About the BFI

The BFI is the lead body for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class film makers in the UK
- Investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences

The BFI is now a Government arm's-length body and distributor of Lottery funds for film.

The BFI serves a public role which covers the cultural, creative and economic aspects of film in the UK. It delivers this role:

- As the UK-wide organisation for film, a charity core funded by Government
- By providing Lottery and Government funds for film across the UK
- By working with partners to advance the position of film in the UK.

Founded in 1933, the BFI is a registered charity governed by Royal Charter.

The BFI Board of Governors is chaired by Greg Dyke.



Life changing®

About The GREAT Festival of Creativity

The GREAT Festival is being delivered in partnership with private sector organisations including HSBC, BBC Worldwide, Jaguar Land Rover, PWC, IHG, British Airways and De Montfort University. It will run in the Long Museum, Shanghai from 2-4 March 2015.

The GREAT Britain campaign is the Government's most ambitious international marketing campaign ever and showcases the very best of what Britain has to offer in order to encourage the world to visit, study and do business with the UK.

The GREAT Britain campaign has delivered a direct return to the economy of over £1bn since its launch and is now active in 144 countries. Unifying the international growth promotion efforts of UK Trade & Investment, VisitBritain, British Council, FCO and a number of other departments, GREAT aims to deliver significant and long-term increases in trade, tourism, education and inward investment in support of HMG's prosperity and growth agenda.

Twitter: @GREATFestivals #GREATFestivals

For more information on The GREAT Festival of Creativity visit:

www.greatfestivalofcreativity.co.uk

For more information on the GREAT Britain Campaign visit: www.greatbritaincampaign.com

UK Trade and Investment (UKTI) is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high quality investment to the UK's economy – acknowledged as Europe's best place from which to succeed in global business. UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage. For more information on UKTI, visit www.gov.uk/ukti.