

MORE INFORMATION ABOUT THE MPA-BFM  
WORKSHOP AND FOLLOW-UP REPORTS CAN  
BE FOUND ON SCREEN TRAVELLER AND  
UCFTI EXPO





**OFFICIAL MESSAGE FROM MICHAEL C. ELLIS**  
PRESIDENT & MANAGING DIRECTOR, ASIA PACIFIC  
MOTION PICTURE ASSOCIATION

艾理善 寄语  
美国电影协会亚太区总裁

Welcome to the MPA-BFM Film Workshop, jointly hosted by the Motion Picture Association and the Beijing Film Market, and kindly supported by so many of you from the Chinese screen community.

In 2017, going to the movies continued to be an immensely popular pastime. Indeed, the Chinese box office grew by another 21 percent, reaching USD 7.9 billion (RMB 55.9 billion). The Chinese box office reached another milestone in the first quarter of 2018, surpassing the North American box office for the first time. It is no wonder that the Chinese film market continues to make headlines around the world and shows no signs of slowing down. Everyday more cinemas are being built, and more people are choosing to entertain themselves in high quality movie theatres.

As the box office demonstrates year after year, in both the United States and China, our film industries enjoy a close and mutually beneficial partnership. When it comes to promoting and protecting content, and encouraging creativity, we see how much can be achieved by working together. We continue to learn from each other, share knowledge, partner on new and exciting ventures, and deliver great stories for people here and around the globe.

These film workshops have become a familiar feature of the Beijing International Film Festival – matching the most iconic representatives of the established film industry together with the freshest and most dynamic emerging talent. And as the Chinese film industry has thrived, we have seen increased interest in the latest new film project ideas presented at our pitching competition.

I wish the Film Workshop every success!

欢迎大家齐聚美国电影协会好莱坞大师班。大师班由美国电影协会和北京电影市场合办，并受业界各位同仁的鼎力协助。

对中国电影业来说，过去的2017年是辉煌的一年，各项数据都是令人振奋的，其中票房收入更是以21%的增速达到79亿美元（即559亿人民币）。而2018年第一季度的数据显示，中国市场的票房收入首次超越北美市场。毫无疑问，中国电影市场仍将以令人叹为观止的势头继续让整个世界为之侧目。新影院的建设每一天都在进行中，每一天都有更多观众愿意选择去高品质的电影院享受视听盛宴。

近几年的票房数据显示，中美电影皆已获益于双方互利互惠的合作伙伴关系。而谈到内容保护和鼓励创新，我们亦可预见通过紧密合作所能取得的良好成果。中美电影人将会继续相互学习，分享各种理念和知识，进行全新而激动人心的尝试，向全球观众奉献精彩的故事。

作为北京国际电影节的老朋友，好莱坞大师班已成为发现电影业新鲜血液、发掘业界最有活力电影人的一个富于象征意义的平台。随着中国电影业的繁荣，我们已经看到有越来越多的电影人对于在大师班脱颖而出的项目给予关注并产生极大的兴趣。

预祝参与大师班的每一个项目都获得成功!

Mike Ellis  
艾理善



## OFFICIAL MESSAGE FROM YANG SHUO

DIRECTOR GENERAL OF BEIJING MUNICIPAL BUREAU OF PRESS,  
PUBLICATION, RADIO, FILM AND TV

### 杨烁 寄语

北京市新闻出版广电局局长

On behalf of the 8th Beijing International Film Festival Organizing Committee, I sincerely congratulate the grand opening of the MPA-BFM Film Workshop in 2018. Since China's film industrialization reform, cinema construction has developing vigorously, the audience is growing and the quality of films has been continuously improved. In 2018, the Chinese film market has witnessed a good start, stepping closer to becoming the world's largest box office market.

American film has provided global audiences with quality productions with a high standard of script and filming techniques. China, on the other hand, has a long-standing culture and history, a growing talent base, and huge market potential. These factors are pre-conditions necessary for our long-term, win-win cooperation.

With the deepening of cooperation and exchange of Chinese and American film industries, the two sides have held a number of forums and film exhibitions on Chinese and US films, film talent exchanges and other issues in recent years, which achieved satisfactory results.

The film workshop coincides with the 8th Beijing International Film Festival. Outstanding filmmakers from Hollywood and the Asia-Pacific region including China gather here. They will pass on valuable knowledge and share experiences on film production, distribution and marketing to the young and inspiring filmmakers. The workshop will definitely bring new ideas and help deepen mutual understanding and promote mutual progress for the two nations.

My best wishes for a successful film workshop that meets all expectations!

值此2018年好莱坞电影大师班开幕之际，我谨代表第八届北京国际电影节组委会表示衷心的祝贺。中国电影自实行产业化改革以来，影院建设蓬勃发展、观影人群持续增长、影片质量不断提升，2018年中国电影市场迎来开门红，离世界第一大票房市场的目标又近一步。

美国电影在艺术创作、技术制作、产业体系建立等方面有着成熟的经验，为全球观众创作出许多脍炙人口的优质影片，同时，中国巨大的市场潜力、悠久的历史、丰富的文化资源也为双方合作提供更广阔的空间，成为双方开展互利共赢的友好合作的重要前提和保障。

随着中美两国电影产业合作交流的不断深化，近年来双方通过论坛和影展的形式就中美电影合拍、电影专业人员业务交流等议题举办了多项交流活动，取得了令人满意的效果。

本届好莱坞电影大师班正值“第八届北京国际电影节”举办之际，汇聚了来自美国好莱坞和包括大中华地区在内的亚太区优秀电影人。他们将就电影创作、制作、营销等课题向青年电影人传授经验，分享先进理念和成果，取长补短，共同开拓和深化中美电影合作的新领域。

衷心祝愿本届好莱坞电影大师班取得圆满成功。

## 杨烁

Yang Shuo





# 日程表

# SCHEDULE

Image from (图片来源): Black Panther (2018) 黑豹

- 0900- 0930 REGISTRATION 嘉宾及媒体签到
- 0930- 0935 WELCOME ADDRESS 主持人开场
- WILLIAM FENG 冯伟  
HEAD OF GREATER CHINA & VICE PRESIDENT OF ASIA PACIFIC, MOTION PICTURE ASSOCIATION 美国电影协会大中华区总裁及亚太区副总裁
- 0935- 1000 OPENING REMARKS 领导讲话
- GAIL MACKINNON 格艾尔 麦金纳  
EXECUTIVE VICE PRESIDENT, GOVERNMENT AFFAIRS, MOTION PICTURE ASSOCIATION 美国电影协会政府事务执行副总裁
  - YANG SHUO 杨烁  
DIRECTOR GENERAL OF BEIJING MUNICIPAL BUREAU OF PRESS, PUBLICATION, RADIO, FILM AND TELEVISION  
北京市新闻出版广电局局长
  - JIANG PING 江平  
PRESIDENT OF CHINA FILM CO. LTD 中影股份有限公司总经理

# 日程表



Image from (图片来源): "Thor: Ragnarok" (2017)  
《雷神3：诸神黄昏》

1000 – 1100

**FORUM A: MARKET TRENDS IN FILM DISTRIBUTION AND EXHIBITION**  
论坛A: 电影发行放映的市场变革之路

The past 16 years has witnessed the remarkable reform of china's theater chain system. The fast acceleration of urbanization has resulted in a dramatic increase in audiences in third and fourth tier cities, creating new subsets of filmgoers. The "one size fits all" model of traditional movie distribution is not adequate for this changing market. The industry calls for reasonable sub-line, sub-regional distribution and art house chains, and poses questions about the balance of multiple party interests. Topics for discussion include: how does china's existing distribution and exhibition ecosystem meet this trend?; how will films with different target audiences and positioning reach the market?; and how will traditional film distribution institutions and online ticketing platforms ensure accurate delivery and effective promotion?

中国电影院线制改革16年来成绩斐然。近年来随着国家城市化进程的加快，三四线城市观影人数剧增，细分人群日益形成。传统电影发行的“一刀切”模式显然已难以适应不断变化的市场，业界对建立合理的分线、分区域发行，以及艺术院线等多种模式的呼声越来越高。面对这一趋势，中国现有的电影发行放映体制将如何应对？不同目标观众和市场定位的电影将如何触达细分市场？传统电影发行机构和在线售票平台如何做到精准宣发投放？各方利益如何平衡？这些问题都是本组嘉宾关注和讨论的焦点。



FORUM A: MARKET TRENDS IN FILM DISTRIBUTION AND EXHIBITION  
论坛A: 电影发行放映的市场变革之路



A1



A2



A3



A4

MODERATOR 主持人:

A1 BAO RAN 包冉  
CEO, EMOVIE 易目唯总裁

PANELISTS (in alphabetical order)  
嘉宾 (按拼音字母开头顺序)

PANELISTS 嘉宾:

A2 JIANG WUSHENG 讲武生  
CHIEF EXECUTIVE OFFICER OF UEP 北京聚合影联传媒

A3 KANG LI 康利  
COO, MAOYAN  
PRESIDENT, MAOYAN PICTURES  
猫眼娱乐首席运营官  
猫眼影业总裁

A4 LIU KAILUO 刘开珞  
VICE PRESIDENT OF YOUKU, ALIBABA MEDIA & ENTERTAINMENT  
BUSINESS GROUP  
阿里文娱大优酷事业群副总裁

1100 – 1200

**FORUM B: BUILDING A FILM PRODUCTION INDUSTRIAL ECO-SYSTEM IN CHINA**

论坛B: 中国电影制作的工业化生态体系建设

As China's box office grows close to becoming No. 1 worldwide, establishing and improving its film production system takes on a new urgency. Problems such as low film production, an incomplete filmmaking system, lack of an industrialized production system and shortage of professional talent are impeding the transformation of the Chinese film industry from merely "big" to strong. This interactive forum will take a look at defining an ideal and healthy film production and management system, how to overcome the shortage of film technical talent, how film and TV production bases and parks nationwide can play a role, and what can be learned from Hollywood in the establishment of a film production system with Chinese characteristics.

随着中国迈向“全球第一”电影票房目标的临近，建立健全电影工业化制作体系也成为燃眉之急。中国电影制作水平偏低、制片体制不全、工业化体系欠缺、专业人才不足等问题阻碍着中国电影从“大国”到“强国”的转变。市场规模“世界第一”的光环下，如何定义一个理想健康的电影工业化生产制作制片和管理体系？如何突破电影技术人才不足的困境？全国各地风生水起的影视基地和园区如何发挥作用？好莱坞电影产业发展对建立中国特色的电影工业化制作体系有哪些值得借鉴之处？论坛嘉宾将与观众交流互动。

FORUM B: BUILDING A FILM PRODUCTION INDUSTRIAL ECO-SYSTEM IN CHINA

论坛B: 中国电影制作的工业化生态体系建设



B1



B2



B3



B4



B5

MODERATOR 主持人:

- B1 WILLIAM FENG 冯伟  
HEAD OF GREATER CHINA / VICE PRESIDENT, MPA  
ASIA PACIFIC 美国电影协会大中华区总裁 / 亚太区副总裁

PANELISTS (in alphabetical order)

嘉宾 (按拼音字母开头顺序)

PANELISTS 嘉宾:

- B2 DAVID LEE 李威达  
FOUNDER AND CEO OF LEEDING MEDIA  
李鼎传媒创始人兼总裁
- B3 ANDRE MORGAN 安德鲁摩根  
ACADEMY AWARD® WINNING PRODUCER 奥斯卡获奖制片人
- B4 ZHAO HAICHENG 赵海城  
VICE GENERAL MANAGER, CHINA FILM CO,LTD 中影股份有限公司  
总经理
- B5 CARY ZHENG 郑剑锋  
ASSISTANT TO PRESIDENT OF WANDA CULTURE GROUP, VICE GENERAL  
MANAGER OF WANDA MEDIA 万达文化产业集团总裁助理, 万达影  
视副总经理



C1



D1



D2



D3



D4



D5

电影大师班：项目创投与点评

WORKSHOP: PITCHING COMPETITION & COACHING

14:00-14:15

GUEST ARRIVAL 来宾签到

14:15-14:20

WELCOME 主持人开场

14:20-15:15

DIALOGUE : THE WAY TO SUCCESS FOR NETWORK GENERATED CONTENT

高峰对话：网生内容制胜之道

C1

MODERATOR 主持人:

HELEN CHEN CURATOR OF BEIJING FILM MARKET, BJIFF  
陈彩云 北京国际电影节电影市场策划人

YIN CHAO, FOUNDER & CEO OF TMENG VS BAI YICONG, PRODUCER/  
DIRECTOR/ SCREENWRITER

阴超 淘梦创始人&CEO VS 白一聰 制片人/ 导演 /编剧

15:15- 16:30

Each of the four winners selected from 722 entries submitted to the BJIFF Film Market will spend 20 minutes pitching their film projects. Guest filmmakers will then offer advice and tips on how to best present a feature film project.

从北京国际电影节电影市场722个创投项目中甄选出来的4组优胜者均有机会进行时长约20分钟的项目路演。大师班导师将现场给出建议和指导。

JUDGES 评委导师

D1

MIKE ELLIS 艾理善

PRESIDENT & MANAGING DIRECTOR, ASIA-PACIFIC, MPA  
PRODUCER/ DIRECTOR/ SCREENWRITER

美国电影协会亚太区总裁

- D2 BAI YICONG 白一骢  
PRODUCER/ DIRECTOR/ SCREENWRITER  
制片人/ 导演 /编剧
- D3 SHERWOOD HU 胡雪桦  
PRODUCER/ DIRECTOR/ PROFESSOR  
制片人/ 导演 /教授
- D4 ANDRE MORGAN 安德鲁-摩根  
ACADEMY AWARD® WINNING PRODUCER  
奥斯卡获奖制片人
- D5 YIN CHAO 阴超  
FOUNDER AND CEO OF TMENG  
淘梦创始人& CEO

16:30-17:00

CLOSED DOOR VOTING  
评委投票

JUDGES WILL DELIBERATE AND VOTE FOR THE WINNER OF THE MPA  
GRAND PRIZE.

17:00-17:30

ANNOUNCEMENTS: UCFTI EXPO / GOLDEN SCREEN AWARDS AND APSA  
EVENTS

活动发布：美中影视产业博览会/ “金色银幕奖，亚太电影展

CLOSING & AWARDS CEREMONY  
闭幕及颁奖仪式

# SPEAKERS

Image from (图片来源): Ready Player One

# 演讲嘉宾



Image from (图片来源): Ready Player One (2018) 头号玩家

MPA-BEFA FILM WORKSHOP 2018 BEIJING



## ANDRE MORGAN

### 安德鲁·摩根

In 1984 Mr. Morgan partnered with Albert S. Ruddy, to found Ruddy Morgan Organization. RMO produced more than 80 films & hundreds of hours of television. Subsequently Mr. Morgan went on to advise many media groups, including Bakrie Brothers, Media Asia, BAFTA (LA) and many of the American studios on their China strategy. His advisory work also involved large scale transnational projects in many non media related fields.

Morgan has been co-chairman of the Chinese American film festival for many years. He has produced Million Dollar Baby, The Longest Yard, Cloud 9, The White Countess and Camille. These international films have won countless awards, including Golden Globe Awards, David di Donatello Awards, Japan academic prizes and Academy Awards® (including "Million Dollar Baby" which won best picture, best directing and best adapted screenplay).

His Chinese films ("Perhaps Love", "The Warlords" and "Protege") also attributed him for several awards including best film, best director and best leading actor in Hongkong and across Asia.

四十多年来，安德鲁·摩根都把一半时间放在亚洲，一半时间放在好莱坞。摩根与中国的长期联系始于他制作李小龙的《猛龙过江》(1972)，《龙争虎斗》(1973)以及《死亡游戏》。作为嘉禾影业的首席执行官和合伙人(1972-1984)，他的战略性规划和敏锐的商业触觉让这个新兴的电影工作室在十年内一跃成为亚洲最大的电影企业之一。在这个过程中，他帮助了李小龙，成龙，洪金宝，吴宇森等香港传奇电影人打入了国际市场。

1984年，摩根创立了鲁迪摩根集团(RMO)，成为娱乐业运营时间最长和最成功的独立制作公司。2000年，摩根成立了RMO中国，并制作了陈可辛的《如果爱》，赢得了22项国际大奖。由李连杰、刘德华、金城武主演的史诗大作《投名状》获得了17个奖项。摩根还是上海第一家民营影视工作室Hweilai创立的重要推动人物。在过去的13年里，摩根一直是中美电影节的共同主席，在世界各地的电影论坛和电影节上经常担任演讲嘉宾。他最新的中国作品《重生》将在2018年8月发布，同时他正在准备与华纳兄弟影业一起重启《炮弹飞车》作为建立中美电影产业桥梁的先驱者，摩根继续他非常活跃的日程，既制作自己的内容，又为许多媒体公司提供咨询服务。





## BAI YICONG 白一骢

Bai Yicong, CEO of Ling He culture media (Shanghai) Co., Ltd. graduated from The Central Academy of Drama majoring in Direction, is a producer and screenwriter. He worked on more than forty projects, such as The Mystic Nine, The Lost Tomb, Candle in the Tomb, The Death Notice, The Golden Eyes, The Three-Body Problem, Demi-Gods and Semi-Devils, The Flying Fox of Snowy Mountain, Braveness of the Ming, Kubla, The Southern Shaolin, Falling Down and Dating Hunter. Dating Hunter was purchased by Keshet International. It was the first time that a Chinese series was adapted by the international market.

In 2013, Bai started to write and produce online series, therefore becoming well-known in the area with his unique style, thoughtful organization and brilliant ideas. The online series The Death Notice, Falling Down and The Journey of Flower 2015 are popular in China. The 1st Season of The Death Notice was selected as one of the Top Ten Chinese Series in 2014.

The Mystic Nine produced by Bai was shown on Dragon TV and IQIYI in 2016. It has over 10 billion views online.

灵河文化传媒（上海）有限公司CEO兼制作人、编剧、监制，2000年毕业于中央戏剧学院导演系，2011年转入制作，并于2013年涉足互联网新媒体领域，被誉为“网剧第一人”，以思路敏捷、风格鲜明且独树一帜而著称，作品结构严谨恢弘，台词犀利睿智。编剧、监制作品包括《老九门》《盗墓笔记》《鬼吹灯》《暗黑者》《爵迹·临界天下》《沙海》《大主宰》《黄金瞳》《三体》《天龙八部》《雪山飞狐》《锦衣夜行》《忽必烈》《南少林》《执念师》《约会专家》等。其中《约会专家》的版权于2015年由国际传媒集团Keshet International购买，成为中国第一部获得进军美国市场改编选择权的电视剧模式。制作出品《暗黑者》系列、《执念师》系列、《花千骨2015》《示铃录》等在新媒体领域极具影响力的作品。其制作团队在目前国内新媒体领域处于领军地位，作品量集及累计总流量遥遥领先。其中《暗黑者1》入选南都“2014年十佳剧集”，是跻身2014年度十佳的唯一网剧。



## BAO RAN

### 包冉

Bao Ran is currently working for MIIT Interactive Media Industry Alliance, as chief of Digital Entertainment Industry Applications Group. Meanwhile, he is Executive Director of eMovie Culture Communication Co.,Ltd. Secretary-general of China Smart Multi-Media Terminal Technology Alliance, expert member of China Society of Motion Picture And Television Engineers.

Mr. Bao, he is an expert on the integration of telecom, cable, and internet sectors(Three Net Integration). He worked as director of Beijing Network Radio & Television Station. He worked as Assistant President of China Computerworld Media Group, Executive Director of China Computerworld, and Chief Editor of China Digital TV.

Mr. Bao is dedicated to researching on the development trend of Three Net Integration, the development of electronic information, radio and television operations industry and communication operations industry. He had published a considerable number of works in relevant fields, and worked as a commentator, columnist and consultant for many television stations, print and network media, including CCTV-2, BTV, Variety (China), and Business Value.

包冉，现任职于工业和信息化部互动媒体产业联盟数字文化工作组组长、专家委委员，三网融合与文化产业领域知名专家；易目唯（北京）文化传播有限公司执行董事（eMovie）。中国智能多媒体终端技术联盟秘书长；中国电影电视技术学会网络视频专业委员会委员；职业经历：曾担任北京网络广播电视台筹备组负责人；中国计算机世界传媒集团助理总裁、《计算机世界》报执行社长、《中国数字电视》杂志出版人兼总编（杂志创始人）。长期致力于“三网融合”发展趋势的研究，密切关注互联网产业、电子信息产业、广播电视运营、通信运营的发展，在上述领域采访、撰写并发表过大量作品，担任CCTV-2、BTV、第一财经等多家电视频道IT暨财经评论员，并在多家平面和网络媒体担任专栏作家、顾问。



## BIANCA CHEN 佐虹

Founder and CEO of the US and China Film and Television Industry Expo

Bianca Chen is a Chinese producer and director of film and television. Chen received a diploma in Film & TV Production (Film Directing) from Shenzhen University in 1991, and studied Visual Effects in UCLA in 2001-2002.

In the early 1990s, Ms. Chen served as director/editor/scriptwriter for Beijing Film Studio; Shanghai Film Studio; Zhejiang Film Studio. Chen also produced and partnered in China Dubbing Company. Since 2002, Chen has been the President and producer/director/editor of Media 2000 Group, Inc. In 2007, Ms. Chen started bridging the Chinese and Western markets with the production of the Superstars concert for the North American audience.

As founder of the “US and China Film and Television Industry Expo” since 2013, Ms. Chen strives to enhance the communication between the U.S. and China, by empowering two hemispheres with the necessary information and connections to facilitate partnerships that will help shape the future of film and television.

影视制作人、导演，“美中影视产业博览会”创办人，CEO

Bianca Chen, 1991年毕业于深圳大学大众传播系影视制作导演专业，并于2001-2002年在加州大学洛杉矶分校继续深造。还是学生的时候，Bianca Chen就开始接触并尝试各种影视和舞台制作，包括大型电视直播晚会、大型电视专题片、纪录片、电视剧编剧、电影和MTV。

2002年，Bianca Chen成立了自己影视制作公司，客户遍及全美“史考特证券”、“加州爱迪生电力公司”、“奔驰汽车”、“丰田汽车”等20多家广告商。Bianca Chen 2007年与湖南卫视联合主办了“超级女声”洛杉矶大型演唱会，2011年协助洛杉矶“城市俱乐部”成功举办了第一个“中国周”，赢得当地社会良好的反响，并获得中国驻洛杉矶总领馆总领事邱绍芳大使的高度赞扬。2013年筹备和创办了“美中影视产业博览会，致力于搭建一个有利于中美电影人沟通与合作的平台。



## HELEN CHEN

### 陈彩云

As Founder and CEO of Guge Films, Helen is committed to the development and investment of venture capital projects of young directors. At the same time, she is the curator of the Beijing Film Market of the Beijing International Film Festival. She is also the former managing partner of Enflux.

From 2012 to 2015, she was the head of the Film Market Department of Beijing International Film Festival; from January 2015 to April 2016, general manager of Beijing Gehua Cultural Center Co., Ltd.; from 2010 to 2014, general manager of Beijing Gehua Blue Stone Digital Art Co., Ltd; from 2006 to 2007, executive publisher of Variety in China.

As an independent producer, she has produced programs like “Creative Future”, “Full moon in Mid-Autumn”, “The Expression of Fashion”, “The Feeling of Fashion”, “Film, Film”, and “Record China”. “The Feeling of Fashion” won the Gold Award of China Radio and Television Association in 2009, “The Expression of Fashion” won the year’s Best Documentary of Asian Television Awards in 2010.

现古格影业创始人兼CEO,致力于青年导演创投项目的开发及投资。同时兼任北京国际电影节电影市场策划人。前艺恩汇主管合伙人。

2012年-2015年,北京国际电影节电影市场部部长;2015年1月至2016年4月,担任北京歌华文化中心有限公司总经理;2010年至2014年:北京歌华蓝石数字艺术有限公司总经理。2006-2007年美国Variety中国区执行出版人。

作为独立制片人的主要制作节目:《创意未来》、《月满中秋》、《时尚表情》、《时尚感觉》、《电影·电影》、《纪录中国》。获奖情况:2009年《时尚感觉》获中国广播电视协会金奖;《时尚表情》2010年第十五届亚洲电视大奖官方参赛纪录片。



## CARY CHENG 郑剑锋

Cary Cheng grew up in Hong Kong before he pursued his undergraduate education in Canada, where he earned a BFA in Film Production. He started his career as a Production Assistant in Asia Television, and moved to film industry in no time. He had served such Hong Kong film masters as Benny Chan, Peter Chan, Stanley Tong, Patrick Tam and Jackie Chan in a role of assistant director, and moved on to produce films in partnership with the renowned writer-director Ivy Ho. He then stationed himself in China after producing “True Legend” in 2009 and since then worked as an executive at the Walt Disney Company in Shanghai.

Cary Cheng joined the company in 2013 as Vice President of production. He is responsible for the project development and production including “Mojin, Thr Lost Legend”, “Go away Mr. Tumor”, “Pancake Man”, “Detective Chinatown”, “One Hundred Thousand Bad Jokes”, “The Great Hypnotist”, “Police Story 2013”, “Beijing Love Story”, “Goodbye Mr. Loser”, “Running Man”, “Let’s Get Married”. As those blockbusters achieved good word-of-mouth nationally, Wanda has become the No. 1 private film company on the Chinese mainland with a 6.1 billion RMB yearly box office in 2015.

郑剑锋生于香港，在加拿大取得电影学位后，他进入亚视工作，很快转向电影，早年曾担任陈木胜，陈可辛，唐季礼，谭家明，成龙等著名香港导演的副导演工作，具有丰富的制作经验。随后以制片人身份与香港编剧导演岸西合作《月满轩尼诗》《亲密》等影片。他随着制作电影《苏乞儿》而将工作重心转入内地，从2009年开始进入电影公司管理层任职，曾在迪斯尼上海公司工作，现就职于万达电影公司。郑先生2013年加入万达影视传媒有限公司，出任公司副总经理，分管公司电影项目的开发与制作工作。加入万达以来，监制了《寻龙诀》、《滚蛋吧！肿瘤君》、《煎饼侠》、《唐人街探案》、《十万个冷笑话》、《催眠大师》、《警察故事2013》、《北京爱情故事》、《夏洛特烦恼》、《奔跑吧兄弟》、《咱们结婚吧》等十多部口碑票房双赢的电影。2015年，万达影业全年票房达61亿，已成为中国排名第一的民营电影公司。



## GAIL MACKINNON

### 格艾尔 麦金纳

Gail MacKinnon joined the Motion Picture Association of America (MPAA) as Executive Vice President for Government Affairs in November 2017. A skilled senior executive with experience in public policy advocacy, issues management, and strategy development, Gail oversees the MPAA's government relations portfolio and policy agenda.

Previously, Gail served as Executive Vice President, Government Relations for Time Warner Cable, where she led all aspects of federal, state, and local government relations for the telecommunications company. She positioned the company as a trusted advisor to government leaders on a range of public policy issues; including video reform, cybersecurity, tax, and privacy.

Prior to her role at Time Warner Cable, Gail was Senior Vice President of Government Relations at the National Cable & Telecommunications Association. She has held senior positions at Viacom, CBS Inc., Telecommunications Inc., and Turner Broadcasting. She began her career on Capitol Hill, serving as Legislative Director for Congressman Jack Fields (R-TX).

In 2016, Gail helped co-found WE Capital, a consortium of women in the Washington, D.C. business community investing in female-led startups focused on social impact work. Gail received a Bachelor's degree from Georgetown University.

格艾尔·麦金纳女士于2017年加入美国电影协会，任负责政府事务的执行副总裁。作为一个公共政策研究和公共事务管理的资深人士，她负责美国电影协会与政府关系及相关事务。此前，她曾供职于美国时代华纳有限电视，作为该公司负责政府关系的执行副总裁，她带领其团队与美国联邦政府、州政府和地方政府的各部门保持积极而良好的沟通，获得政府的认可和信任，成为一系列公共政策拟定和公共事务推进的顾问，包括视频改革、网络安全、税收和保护隐私权等。

在入职时代华纳电视之前，她是美国有线电视/电信协会负责政府关系的高级副总裁。她还曾在维亚康姆 (Viacom)，CBS，电信公司 (Telecommunications Inc.) 和特纳广播公司 (Turner Broadcasting) 工作，并身居要职。她最初是在美国国会，为国会议员Jack Fields做法务总监。

2016年，麦金纳女士与他人合伙投资设立了WE基金，这是一个女性投资人的团体，旨在投资女性发起且致力于有社会影响的创业项目。麦金纳女士在乔治城大学获得学士学位。



## DAVID LEE 李威达

David U. Lee has served as CEO of Leeding Media since he founded the company in 2007.

A trusted advisor to entertainment executives, filmmakers and studios, Lee has played instrumental roles in many groundbreaking film productions as well as business ventures in China and abroad. Fluent in both English and Mandarin, Lee's expertise in business opportunities and practices in the U.S. and China is highly sought after by prominent companies in both countries.

In 2017, Lee helped the company forge a multi-picture co-production and co-financing alliance with Arclight Films. Lee also executive-produced Johnny Depp's *Richard Says Goodbye*, which Leeding Media co-financed with Global Road Entertainment.

Leeding Media's film library includes the 2016 acquisition of exclusive digital rights to 95 films in two library deals with prolific entertainment studios IM Global and Lakeshore Entertainment. This deal brings the Leeding Media library to nearly 500 titles. In 2014, Lee helped orchestrate the launch of the groundbreaking Chinese subscription streaming service Lionsgate Entertainment World, a joint venture between Lionsgate, China's Alibaba Group and Leeding Media.

Lee has worked on director Jiang Wen's *Gone with the Bullets*, produced *Inseparable*, starring two-time Academy Award® winner Kevin Spacey, advised China Film Group Corporation on the structuring of its co-production with Sony Pictures Entertainment on *The Karate Kid*, executive produced *Shanghai s* and *The Forbidden Kingdom*.

Lee was born in China and raised in Los Angeles. He received his bachelor's degree from the Marshall School of Business at the University of Southern California

李威达先生毕业于南加州大学马歇尔商学院，获得学士学位与工商管理硕士学位。他于2007年创办了李鼎传媒，任创始人兼CEO，他是业内成就最高、经验最丰富的沟通中美电影娱乐市场的企业家之一。在他的领导下，李鼎传媒在中国已经成为屈指可数的国际电影提供商兼销售公司之一。自公司成立以来，李鼎传媒及其合作伙伴共同营销了超过12部院线电影，拥有400余部电影在中国的独家数字发行权，包括《百万美元宝贝》《爆裂鼓手》《夜行者》《极速风流》等。2007年以来，李威达先后在《一步之遥》《形影不离》等五部电影作品中担任要职，他担任过《谍海风云》《功夫之王》的联合执行制片人。2017年，李鼎传媒与Arclight Films共同投资并监制刘伟强导演的新作《Safecracker》，并与Global Road Entertainment 和Cirrina Studios 联手，共同投资并监制由约翰尼·德普主演的电影《Richard Says Goodbye》。



## JIANG PING

### 江平

Born in 1961, Jiang Ping studied performing arts at Nantong Repertory Theatre arts training class at the age of 14. After graduation he worked as an actor, scriptwriter and director. He was admitted to the Directing Department of Shanghai Theater Academy. Mr. Jiang then held the position of Office Director of Shanghai International Film Festival Organizing Committee, Director of the Arts Department of Shanghai Radio, Film and Television Bureau, Vice President and General Producer of Shanghai Paradise Film and TV Group, and Vice-President of Shanghai Film Group from 1993 to 2002.

Mr Jiang moved to Beijing as Deputy Director General of the Film Bureau in 2003. He was appointed to Deputy General Manager of China Film Group and President of China Children's Film Studio in 2008. Currently Mr Jiang serves as General Manager of China Film Co. Ltd since August 2015.

As a film director, Mr Jiang's films include Paper Plane, San Shi Ba Du, Looking For Jackie, and Xin Kang Ding Qing Ge. Mr Jiang was honored The Best Director at Moscow International Film Festival, and National Top 10 Producer in China.

江平生于1961年，国家一级导演，14岁时曾在南通市话剧团艺训班学习表演，毕业后在剧团从事演员、编辑、导演。后考入上海戏剧学院导演系。1993年起江平历任上海国际电影节办公室主任、上海广播电影电视局艺术处处长、上海永乐影视集团副总经理、总制片人、上海电影集团副总裁等职务。

2003年江平调至北京工作，任国家广电总局电影局副局长，2008年起担任中影集团副总经理、中国儿童电影制片厂厂长。自2015年8月起，江平被任命为中影股份有限公司总经理。

作为导演，江平的电影作品包括《纸飞机》《38度》《寻找成龙》《新康定情歌》等，他曾荣获俄罗斯电影节最佳电影导演奖、全国十佳制片人称号。





## JIANG WUSHENG 讲武生

Jiang Wusheng is a well-known film distributor and producer. He established Beijing United Entertainment Partners Culture & Media Co., Ltd. in July 2013 and expanded from film distribution, and marketing to film development and investment in 2015. He served many famous enterprises as public relations consultant, brand consultant and as guest professor for many training institutions. His courses on new media marketing, entertainment marketing, Chinese crisis management, network marketing planning are highly praised by the industry and the media. He is acknowledged as an “Expert in Chinese practical entertainment marketing”.

Under his leadership, UEP has successfully distributed 60+ films grossing more than 13 billion at the box office. Since its inception, UEP distributed more than 10 blockbusters such as Wolf Warrior II, Forever Young, Seventy-seven Days, Hacksaw Ridge, Monkey King Hero is Back, Song of the Phoenix, etc.

2013年7月，创立北京聚合影联文化传媒有限公司，担任董事总经理。2015年开始步入电影制作与投资领域，是著名电影发行人，电影出品人，曾担任多家著名企业公关顾问、品牌顾问、多家培训机构主讲嘉宾。其城市新媒体营销、影视娱乐营销、中国式危机管理、网络营销策划实务等课程备受推崇。被业界和媒体誉为“中国娱乐营销实战派专家”。

在他的带领下，影联传媒累计发行了近60部影片，创造了130亿以上的票房。《战狼2》、《无间西东》、《七十七天》、《血战钢锯岭》、《西游记之大圣归来》、《心花路放》等叫好又叫座的电影均由讲武生及其带领的团队担任主发行。



KANG LI  
康利

Kang Li has extensive experience in internet company management and film/entertainment programs operations.

He has led the distribution of a number of films which became blockbusters in the market, such as Never Say Die, Monster Hunt II, Some like It Hot and Mr. Donkey, making great contributions to Maoyan's industry leadership. On this basis, he has also helped lay solid foundations for Maoyan's business model of online distribution by building its business systems. Currently, he is committed to facilitating Maoyan's transformation into an integrated entertainment platform powered by "Internet Plus".

猫眼娱乐首席运营官 (Maoyan, COO)  
猫眼影业总裁

康利先生拥有丰富的互联网公司管理及电影娱乐项目运营经验，主导运作了《羞羞的铁拳》、《捉妖记2》、《情圣》、《驴得水》等一批具有市场影响力的电影发行项目，使得猫眼在业内持续领先。在此基础上推进了猫眼商务端业务体系的形成，奠定了猫眼互联网发行业务模式的基础。

现在，正致力于推动新猫眼朝向“互联网+”综合娱乐平台的业务模式创新。



## LIU KAILUO 刘开珞

VP of Youku, Alibaba Media and Entertainment Business Group.

Mr. Liu is a Producer with nearly 20 years of entertainment industry experience. He has presented more than 20 films and TV series as a producer or executive producer after graduating from Beijing Film Academy. As an industry veteran, Mr. Liu has an excellent artistic sense and strong business acumen. He has senior level management background in many areas such as entertainment, media, IT and finance.

Mr. Liu was the Deputy General Manager of Wanda Media and the Deputy General Manager of Beijing Galloping Horse Film & TV Production.

### Films:

Detective Chinatown II, Wolf Warriors II Bleeding Steel, Surprise, Saving Mr. Wu, Monster Hunt, Lethal Hostage, Guns and Roses, Reign of Assassins

阿里巴巴文化娱乐集团大优酷事业群副总裁

资深影视制片人。北京电影学院研究生毕业，从事影视传媒行业近二十年，曾参与监制、制作几十部影视作品，具有卓越艺术感觉和敏锐商业头脑，全行业的操作经验，具备影视、媒体、IT、金融等多领域的高层综合管理背景。

曾出任万达影视传媒有限公司副总经理、北京小马奔腾影业有限公司副总经理等职务，在业内具有丰富的资源和广泛的人脉。

电影作品：《唐人街探案2》、《战狼2》、《机器之血》、《万万没想到：西游篇》、《解救吾先生》、《捉妖记》、《边境风云》、《黄金大劫案》、《剑雨》



## MICHAEL C ELLIS

### 艾理善

Michael C. Ellis is the President and Managing Director of the Asia-Pacific Region for the Motion Picture Association (MPA).

As a specialist in facilitating industry-government cooperation worldwide, Ellis has successfully forged strategic partnerships and alliances that promote and protect the commercial and creative interests of Asia's screen communities in the digital age. His accomplishments have helped to gain market access for the MPAA member companies' entertainment offerings, as well as to improve and enforce the laws pertaining to intellectual property rights (IPR) in Asia Pacific countries.

Ellis joined the MPA in late 1999 from the litigation department of the international law firm Herbert Smith, and is a lawyer qualified in Hong Kong, England and Wales. Prior to this, he had a distinguished career in law enforcement that spanned two decades over which he served first in the British Police and then the Royal Hong Kong Police. There, he spent six years with the Commercial Crime Bureau focusing on transnational fraud and extradition requests. He ultimately rose to the rank of Superintendent and had the honor of being aide-de-camp to the last Governor of Hong Kong, Christopher Patten.

An authority on copyright law, organized crime and IPR in Asia-Pacific and beyond, Ellis is an adjunct lecturer at the University of International Business and Economics in Beijing and frequently speaks to raise awareness and understanding of these issues at conferences around the world. In addition to his legal qualifications, he holds an MBA.

艾理善先生是美国电影协会（MPA）及美国电影协会国际公司（MPA-I）亚太区总裁及董事总经理。

作为一名致力于企业与政府协作的专家，艾理善先生成功推动了许多战略合作关系及联盟的建立，在数字化时代倡导保护亚洲电影产业的商业及原创价值。凭藉他多年不懈的努力，美国电影协会各成员公司的影视作品得以进入各大市场。此外，他还在负责的亚太区13个国家和地区积极推进及改善知识产权的法律和保护工作。

在1999年末加入MPA前，艾理善先生曾前任职于Herbert Smith国际律师事务所诉讼部，并持有香港、英格兰及威尔士的律师资格。在此前的职业生涯中，他在执法领域也颇有建树，先后在英国警察局及皇家香港警察署就职20年；在皇家香港警察署期间，艾理善先生在商业犯罪调查局工作六年，主要负责跨国诈骗及引渡请求等相关工作，随后他升为警司，并有幸被任命为最后一任港督彭定康的副官。

作为亚太区在著作权法、打击集团犯罪及知识产权领域的权威人士，艾理善先生常应邀到全球各地参加会议并发表演讲，旨在提高公众对这些议题的重视和了解。除法律方面的资质外，艾理善先生还持有MBA学位。



SHERWOOD HU  
胡雪桦

Hu studied at The Public Theater in New York under Joseph Papp, and began his professional career directing theatre. He received his Masters of Arts degree from New York State University and earned a Ph.D. in directing from the University of Hawaii. He created The Legend of Prince Lanling, a lavish stage production which received an Honorable Mention from the Kennedy Arts Center, and later adapted it into his first feature WARRIOR LANLING, an award winning epic film about an ancient Chinese Myth. His first English language film LANI LOA,-THE PASSAGE was presented by Francis Ford Coppola.

Hu returned to China and formed his own company "Hus Entertainment" in 2005, and produced and directed a 40-episode TV series PURPLE JADE for CCTV and the 25-episode FIGHTING PEKING which was rated #1 national TV Series at Beijing Satellite TV. PRINCE OF THE HIMALAYAS, his own adaptation of Shakespeare's Hamlet, received the Best Film Award from Calabria International Film Festival in Italy along with other awards, including Monaco Film Festival, China-America Film Festival, American Shakespeare Association, Beijing International Film Festival. The film had an extremely successful run in New York City and was chosen as an archive film by Rubin Museum. His 3D film "Amazing" was a collaboration between Shanghai Film Studio and NBA and won the "Golden Lotus Award" for the best picture in 2013 Macao International Film Festival.

著名导演、教授、“东方学者”、“千人计划”上海特聘专家，上海文化基金会专家、美国电影、戏剧工会会员，美国纽约Y1剧院董事。

获得纽约州立大学电影导演硕士和夏威夷大学导演博士学位。导演电影《神奇》《喜玛拉亚王子》《夏威夷传奇》（科波拉监制）《兰陵王》等；他导演的电影和戏剧在国际和国内获得若干奖项。

在美国成立了自己的电影制作公司Hus Entertainment后，于2005年回国成立“胡氏文化传媒”。2006拍摄了根据莎士比亚名著改编的电影《喜玛拉亚王子》被国外影评人誉为“改编得最为成功的莎士比亚作品之一”，获得美国莎士比亚协会特别嘉奖；并获得意大利Calabria国际电影节最佳电影/最佳导演大奖，美中电影节最佳影片“金天使奖”和摩纳哥电影节最佳导演等奖项。纽约Rubin博物馆收藏了此片。第二届北京国际电影节获得广电总局授予的“中国电影走出去十佳电影”。电影《神奇》获得2013年澳门国际电影节最佳影片。



## WILLIAM FENG 冯伟

William Feng is the Head of Greater China and Vice President of Asia Pacific, Motion Picture Association (MPA), where he works with Chinese government authorities and other stakeholders to improve market access and expand the ability to promote and protect the commercial and creative interests of the MPA member companies as well as China's screen communities.

Mr. Feng has an established career with more than 20 years' experience in the government sector and Fortune 500 companies, both in China and the United States, serving companies and organizations such as the China Federation of Literary and Art Circles, the Smithsonian Institution, Hill and Knowlton Public Relations Worldwide, Dell China and the Viacom China/MTV China Network.

冯伟先生现为美国电影协会大中华区总裁及亚太区副总裁，全面负责与相关政府部门及机构协调美国影视娱乐产业在华业务的开展，并与中国同行一道开展版权保护工作。

冯伟先生拥有20多年在政府及全球财富500强企业长期工作的经验，并在美国学习工作近10年。他曾任职过的主要公司/机构包括：中国文联、美国斯密森国家博物学院、伟达国际公关公司、戴尔公司，以及维亚康母公司/MTV电视台，等等。



Image from (图片来源): Dangal (2017) 摔跤吧!爸爸

MOTION PICTURE ASSOCIATION -  
BJIFF FILM MARKET FILM WORKSHOP

美国电影协会-北京国际电影节电影市场:  
好莱坞电影大师班

BEIJING 北京  
19 APRIL, 2018

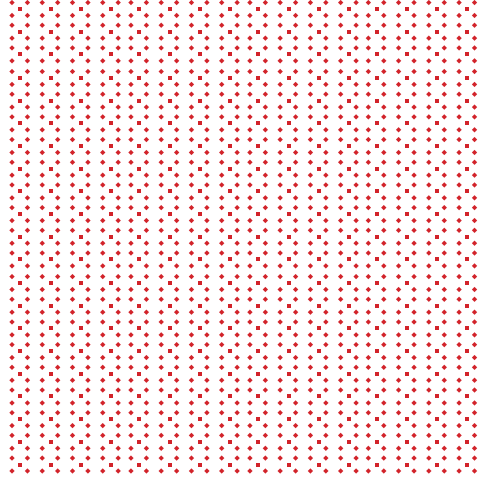




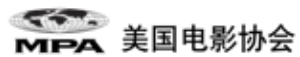
VENUE 会场

Beijing International Hotel  
No.9 Jianguo Mennei Street, Beijing

北京国际饭店  
中国北京市建国门内大街9号



JOINTLY HOSTED BY  
联合主办



SUPPORTED BY  
支持单位







MOTION PICTURE ASSOCIATION -  
BJIFF FILM MARKET FILM WORKSHOP

美国电影协会-北京国际电影节电影市场：  
好莱坞电影大师班

BEIJING 北京  
19 APRIL, 2018

