



NEWS RELEASE

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SINGAPORE'S CREATIVE COMMUNITY CELEBRATES WORLD IP DAY WITH SPECIAL SCREENING OF "AVENGERS: AGE OF ULTRON" & MUSIC COMPOSITION PANEL DISCUSSION

SINGAPORE – In commemoration of World IP Day – this year themed 'Get Up, Stand Up. For Music.', the U.S. Embassy in Singapore and the Motion Picture Association (MPA), with support from Golden Village (GV) and The Music Society, Singapore (SGMUSO), jointly hosted a panel discussion focusing on 'Music Composition for the Screen' and a special screening of "*Avengers: Age of Ultron*" at GV Suntec City today.

Addressing over 100 guests from various government agencies, creative industry professionals and students, Guest of Honor, U.S. Ambassador to Singapore, Kirk Wagar, said, "It is essential that we continue to support the next generation of creators, composers and filmmakers. World IP Day is important for raising awareness about the value of creativity and intellectual property, and the need to create the best possible environment for the same to thrive. We are proud to be working alongside the Motion Picture Association to highlight and celebrate this occasion."

"We are honored to join MPA and the U.S. Embassy once again in recognizing the importance of intellectual property, both for the good of our culture and our economy," said Clara Cheo, CEO, Golden Village. "As stakeholders in the movie industry, we appreciate that for the industry to thrive, we must commit to IP protection, as well as create a legitimate marketplace for all creative works to flourish."

The panel, "Music Composition for the Screen", moderated by Stephen Jenner, Regional Director of Strategic Communications & Third Party Outreach, Asia Pacific Region, MPA, took a deep-dive into understanding the relationship between the moving image and soundtracks, and the current trends in the business. Panelists included Shabir Tabare Alam (Actor, Recording Artist & Composer of Shabir Music), THELIONCITYBOY (Rapper, Songwriter of BMBX/S.N.O./The Bedsty Group), Alex Oh (Film Composer - *Bait 3D*, *Faeryville*) and Syaheed (Country Manager & Trade Marketing Manager (Asia), Believe Digital).

Syaheed, who also serves as the vice president of SGMUSO, said, "Creators from Singapore and around the world depend on intellectual property protection in order to make a living from their hard work. Let's build an environment where the works of all creators are effectively respected and protected, including our talented musicians, filmmakers, cartoonists and writers in Singapore."

Rapper and songwriter THELIONCITYBOY said, "In the last year, Singapore has seen a new appreciation for contemporary local music. So this panel comes at a great time to educate and remind artistes and future creators to not forget and more importantly to respect the value of their IP."

Stephen Jenner from the MPA, said, "It's a pleasure for the MPA, in partnership with the U.S. Embassy and Golden Village, to take this opportunity to acknowledge the originality and creativity of the talent behind our favorite movies and music. This is a wonderful time to work in the creative industries, given the incredible digital production and distribution tools at our disposal. However, it is important to remember that the creative process is always one that requires great imagination, hard work and extraordinary commitment, and we should acknowledge creative work with the respect it deserves and honour intellectual property rights."

"*Avengers: Age of Ultron*" is a superhero film sequel to 2012's "*Marvel's The Avengers*". The film stars Robert Downey, Jr., Chris Hemsworth, Mark Ruffalo, Chris Evans, Scarlett Johansson and Jeremy Renner.

See images from World IP Day events in Asia [here](#).

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About the United States Embassy in Singapore:

The United States Embassy in Singapore consists of 19 U.S. Federal Government agencies working in Singapore and the region. Through the U.S. Embassy, the United States maintains a strong bilateral relationship with the Government of Singapore and stands ready to assist the more than 25,000 American citizens in Singapore, many of whom work for American businesses with offices in this country.

Additional information about the U.S. Embassy in Singapore can be found at <http://singapore.usembassy.gov>.

The Embassy is on Facebook at <http://www.facebook.com/singapore.usembassy>.

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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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