



For Immediate Release

AMPIA Concludes Successful China Mission with Shanghai MOU



Pictured: AMPIA Board Chair Michael Jorgensen with Mr. Yang Zhenghua, Chairman, Shanghai Broadcasting Film & Television Producers Association. Behind: Ron Hoffmann, Alberta's Senior Representative, Asia Pacific Region; Mr. Wang Wei, Deputy Director, Shanghai Municipal Administration of Culture, Radio, Film & TV; Ryan Baerg, Senior Trade Commissioner, The Consulate General of Canada.

January 16, 2018, EDMONTON - On Friday, January 12, AMPIA capped off its first international Trade Mission by signing an historic Memorandum of Understanding (MOU) with the Shanghai Broadcasting, Film & Television Producers Association (SFTPA). Shanghai is China's most populous city, with a population of over 24 Million people. It is also the birthplace of the Chinese Film Industry, and is home to the Shanghai Broadcasting, Film & TV Producers Association, which boasts over 1800 members. In the MOU, AMPIA and the SFTPA committed to establishing a mutually beneficial cultural and business relationship to create and facilitate Co-Productions or Co-Ventures and distribution opportunities between Alberta and Shanghai producers. In 2015, revenues from Shanghai's Cultural Industries reached \$31.5 Billion CAD, with an annual growth rate of 8.1%. During the mission, AMPIA also signed another MOU with its sister organization, the Guangdong Motion Picture Industry Association, marking the first time the GMPIA had signed an MOU with any organization outside China.

The AMPIA-led Trade Mission consisted of 20 individuals representing 18 companies and organizations. The Trade Mission took place from January 7 – 12 in Guangzhou and Shanghai, China. Earlier in the day, the AMPIA delegation toured the Shanghai Film Park, and the Shanghai Film Museum, housed within the Shanghai Film Group. (Photo above by Bill Evans of AMPIA. Photo below courtesy of Shanghai Film Group).



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About AMPIA

The *Alberta Media Production Industries Association* is a non-profit professional association incorporated in 1973 and the first organization of its kind in English Canada. AMPIA represents Digital Screen Producers and Content Creators working in Film, Television, Interactive Media and Video Game Production. More than 2,000 skilled crew and cast members work in Alberta's vibrant screen industries. ampia.org



Pictured: AMPIA Trade Mission delegates and hosts pose by the Shanghai Film Group building. (Photo courtesy of Shanghai Film Group, January 2018)