

MEMORANDUM OF UNDERSTANDING

between

Alberta Media Production Industries Association

and

Guangdong Motion Picture Industry Association

January 9, 2018

This Memorandum of Understanding (the "MOU") is intended to set forth the terms and conditions under which the Alberta Media Production Industries Association. (herein referred to as "AMPIA") wishes collaborate with the Guangdong Motion Picture Industry Association (referred to as "GDMPIA") in the cultural collaboration of narrative digital screen content in the areas of television film and interactive media (referred to as the "Collaboration")

DEFINITIONS

1. "Digital Screen Industry" means; film, television and interactive media.
2. "Intellectual Property" means; a that is the result of creativity, such as a script to which one has rights and for which they control the copyright.
3. "Producer" means; the owner and creator of digital screen content
4. "Narrative" means; digital screen content that is story driven
5. "Co-Production" means; a production wherein both parties have ownership in the intellectual property
6. "Co-Venture" means; a mutually beneficial business relationship

A.

ACKNOWLEDGEMENTS

The parties acknowledge the purpose the MOU is to establish a mutually beneficial cultural and business relationship and agree to collaborate on the following initiatives:

1. Create and facilitate Co-Production and/or Co-Ventures between Alberta association and Guangdong association;
2. Facilitate distribution opportunities for Alberta and Guangdong producers;
3. Facilitate cultural opportunities for Alberta and Guangdong producers and narrative content creators;
4. Facilitate business opportunities for Alberta and Guangdong producers;

B.

AMPIA

AMPIA agrees to the following:

1. Act as the liaison for Guangdong (GDMPIA) producers who wish to conduct film production in Alberta;
2. Identify Alberta producers to facilitate co-venture and/or co-production partners for Guangdong (GDMPIA) producers;

3. Facilitate meeting with (GDMPIA) distributors at Alberta industry events;
4. Provide Guangdong (GDMPIA) producers an opportunity to attend and participate in Story Summit;
5. Provide Guangdong (GDMPIA) producers an opportunity to attend and participate in the Banff World Media Festival;
6. Act as the liaison for Guangdong (GDMPIA) producers and Alberta Film;
7. Act as a liaison for Guangdong (GDMPIA) producers with Alberta film festivals such as the Calgary International Film Festival, Northwest Fest and The Edmonton International Film Festival
8. Facilitate a cultural and mentorship exchange between Alberta and Guangdong film students;
9. To advance the creation and distribution of content created by Guangdong (GDMPIA) producers facilitate digital screen industry subject matters experts as might be needed;
10. Act as the liaison for Guangdong (GDMPIA) producers with the Calgary Film Office and the Edmonton Screen Industries Office.

C.

GUANGDONG PROVINCE

The Province of Guangdong agrees to the following:

1. Act as the liaison for Alberta producers who wish to conduct film production in China;
2. Act as the liaison for Alberta producers who to sell and distribute digital screen content in China;
3. Facilitate future opportunities for Alberta producers to meet with Guangdong (GDMPIA) producers;
4. Facilitate future opportunities for Alberta producers to screen their films at the Guangdong International Documentary Festival.

D.

FUTURE COLLABORATION


In an effort to advance the Cultural and Economic opportunities the Parties agree:

1. To investigate the creation of an Alberta-Guangdong Film Fund to be financed through private and/or corporate funds;
2. To work toward the launch of the first official (state-owned enterprise) Alberta-Guangdong co-production in 2018.
3. To advise and facilitate an efficient government and regulatory process for Alberta and Guangdong producers to conduct business.

Accepted and agreed to

Signed: 
GDMPIA

Date: 9/1/2018

Signed: 
AMP1A

Date: 9/1/2018