



*For Immediate Release*

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## **Alberta Filmmakers Head to China for Co-Production, Investment Opportunities**

January 4, 2018, Edmonton – **16 ALBERTA COMPANIES/ORGANIZATIONS TO PARTICIPATE**

From January 7-13, **AMPIA** is leading the province's first trade mission to China specifically focused on Film, Television and Interactive Digital Media business opportunities. As the largest market in the world, China is the fastest-growing consumer of media. With 22 new screens opening in the country daily, China represents a unique opportunity for [Alberta's Screen Industries](#) to attract investors and collaborators to a provincial industry with a profound economic and artistic impact. **AMPIA** previously took part in a trip to China in November 2016 with the **AB Ministry of Economic Development and Trade**. The upcoming mission follows up on a meeting in Banff in June of 2017, when AMPIA and the Head of TV & Film in China's province of Guangdong signed a Memorandum of Understanding regarding future co-productions between Chinese and Albertan producers. Guangdong receives more direct foreign investment than anywhere else in China, and the province of 120 million has made [significant advances as a veritable Hollywood East](#).

The 18 delegates on the mission will visit Guangzhou, the capital city of Guangdong, before continuing to Shanghai. Guangdong and Alberta officially became sister provinces in 2017, opening the door to increased trade options with an area that is already China's top destination for Canadian exports. Camille Beaudoin and Eric Rebalkin of **Mosaic Entertainment**, who are participating in the mission, invite the chance to work with investors from abroad:

"China's film, TV, and digital screen industry is growing at breakneck speed and there is an enormous wealth of opportunities for companies in Alberta to collaborate with China. We are so grateful that we have the support from AMPIA and the government of Alberta to explore those opportunities in more depth on this trade mission."

Ricardo Miranda, Alberta's Minister of Culture and Tourism, also spoke to the mission's potential impact on the province:

"This trade mission is a fantastic opportunity to promote Alberta's amazing film and television industries, help attract new markets and investments in our economy, and strengthen the partnerships being formed between Alberta and China. We continue to look for new ways to share Alberta's stories, create jobs and investment opportunities and our support for this AMPIA mission is one way we are doing that."

Participants will have the chance to meet with luminaries of Chinese cinema and television, including the people behind IMAX China as well as noted director Zhang Jizhong. The delegates on the trip are also positioned to gain greater insights into what appeals to audiences and collaborators in China. 70% of the funds needed to produce works for the screen in our province comes from outside of Alberta, and this mission has the potential to open up the possible source of some of that investment capital.

Canadian Heritage Minister Melanie Joly has praised AMPIA for 'leading the way' with this mission. Partnering with China's entertainment industry will help to diversify the province's economy and to showcase Alberta to viewers in the world's biggest market. The AMPIA-led mission will also provide opportunities for skilled jobs in this growing industry and help retain post-secondary graduates.



### 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](http://ampia.org)



*An historic moment: in Banff, Michael Jorgensen of AMPIA and Liu Xiaoyi from Guangdong's Administration of Press, Publication, Radio, Film & TV sign Memorandum of Understanding regarding future co-productions (Photo: Allan Leader, June 2017)*