



## **UCFTI Fifth Annual Expo Launched at Shanghai International Film Festival**

Shanghai, China - June 19<sup>th</sup>, 2018: The 5th U.S. China Film & TV Industry (UCFTI) Expo was officially launched at the Shanghai International Film Festival today. The event will open at the Los Angeles Convention Center, Los Angeles, U.S. on September 26 and 27, 2018.

Being the unique and major international exchange platform connecting the entire film and TV industrial chain between the U.S. and China, UCFTI Expo cheers its fifth anniversary in 2018. A group of respected industry leaders and officials from China and Hollywood have shared their insights of latest trends of the film and TV industry and future cooperation between the two largest film markets in the world. The industry leaders and officials attending the press conference included Xiaotian Miao, General Manager of China Film Co-Production Corporation; Mike Ellis, President of the Motion Picture Association of America, Asia Pacific; Wei Feng, President of the Motion Picture Association of America, Greater China; Patrick Brzeski, Asia Bureau Chief of *"The Hollywood Reporter"* etc.

Ms. Bianca Chen, founder and CEO of UCFTI Expo, said that the fifth UCFTI Expo will have even more to offer this year in terms of content and services including film and TV investment, co-production, content creation, marketing, new technologies, video streaming and distribution, as well as the event of Film Master One-on-One and UCFTI Student Short Film Competition awards.

One of the highlights of this year's UCFTI Expo will focus on the rapid growth of video streaming with new media platforms. UCFTI Expo believes that through the establishment of these new media platforms, more and more excellent Chinese young filmmakers will have the opportunity to be

selected by an expert jury to enter the international distribution platform of UCFTI Expo's "China Exhibition Hall" at the American Film Market & Conferences (AFM). The China Exhibition at AFM is a joint platform mainly for international film distribution businesses organized together with the two most heavyweight media authorities and media group in China, i.e. the Beijing Bureau of Radio and Television and the Shanghai Oriental Pearl New Media Group, to promote the cultural exchanges, particularly new media. UCFTI believes the new screening of video streaming on new media will be fit better with bias of the young generation and be a good platform to promote Chinese culture globally.

The UCFTI Expo will continue to expand the influence of its Student Film Competition Awards in a bid to help more and more young talent starting their career via the UCFTI Expo platform. In the past competitions which have been running for four years, more than 600 students from USC School of Cinematic Arts, UCLA School of Theater, Film and TV, NYU Film School, Chapman University, California College of the Arts and American Film Institute had run into the competition with their excellent works. This year, "we are going to witness a new comer with students from School of the Arts at Columbia University and this will make the competition even more intense," said Bianca Chen. She added "The professional standards and the quality of their works of the participants of the UCFTI Student Film Competition Awards is no doubt on the world's top-tiers."

IP protection is always a big challenge for filmmakers, and it is particularly vulnerable for young film directors in this regards. The UCFTI Expo has put a great weight on the importance to IP protection, and the Student Film Competition Awards also provides participants with one-stop services in the area of IP protection, allowing young directors to create their works without fear of infringement of their legitimate rights and interests.

*China's Blue Book of Film 2018* shows that the box office in China has grown dramatically since 2006 and it has become the world's second-largest box-office market since 2012. China's box office revenue in 2017 has reached US\$8.6 billion, comparing with the box office of US\$ 11.1 billion in North America in 2017. It is widely estimated that China is to surpass North America to become the world's largest film market within five years.

Ms. Bianca Chen said: “The U.S. and China are the top two movie markets in the world. The two countries have already established all-round cooperation in areas such as film production and distribution which has grown rapidly.

Ms. Bianca Chen also stated that as a bridge connecting the U.S. and China film and TV industry, UCFTI Expo has made tremendous contributions over the past five years. She believes that in the next a few years, UCFTI Expo will continue to promote more film co-productions to enhance trade, culture exchanges, professional training and co-operations of the film and TV industry between the two countries..

UCFTI Expo was born and has grown with the long supports of the related government agencies of both China and the U.S. In the past five years, under the support of the former State Administration of Press, Publication, Radio, Film and Television, the Consulate General of The People's Republic of China in Los Angeles, Los Angeles Municipal Government, and Los Angeles Convention and Tourism Bureau, UCFTI Expo has acquired extraordinary international influence. In 2015, UCFTI Expo became the only film and TV event that was included in the 6<sup>th</sup> round of High-Level Consultations of humanities exchanges between China and the United States. In 2016, UCFTI Expo was relisted and included in the list of humanities exchanges between China and the United States. As a result, the UCFTI Expo has become the only international platform that promotes cooperation of the entire industrial chain of the world's two major film and TV markets and one of the most effective links for the Chinese and the U.S. cultural exchanges. UCFTI Expo provides an all-round convenient communication channel for the U.S. and China film and TV industries particularly in the areas of new technology and equipment, film and TV content, talent training and investment and financing.

In today's press conference, the UCFTI also announced the launch of the 3<sup>rd</sup> Golden Screen Awards for China and foreign film co-productions in Los Angeles on the 3<sup>rd</sup> of November This year. This grand event is jointly hosted by UCFTI Expo, the Motion Picture Association of America, and *The Hollywood Reporter*, with the support of China's State Administration of Radio and Television, the Consulate General of the People's Republic of China in Los Angeles, and the China Film Co-production Company.

2018 will also be an important year for the cooperation between UCFTI Expo and AFM. In 2017,

UCFTI Expo, together with the Beijing Bureau of Press, Publication, Radio, Film and Television as well as Shanghai Oriental Pearl Group, hosted the 'China Pavilion' in the main venue of the American Film Market (Loews Santa Monica), which was proved to be a great success. In 2018, the 'China Exhibition Hall' will be launched in all aspects on the basis of last year, which is expected to attract more outstanding film and TV companies of the world to participate. This event is to help promoting the Chinese culture on the world stage effectively.