

## DIÁLOGOS ESPAÑA CHINA: SECTOR AUDIOVISUAL Y DIPLOMACIA CULTURAL

La Fundación Consejo España China organiza la Jornada “Diálogos España China: sector audiovisual y diplomacia cultural”, el próximo día 4 de octubre en la Academia del Cine, Madrid.

Se trata de explorar a través de la elección de tres temas, la realidad y perspectivas de la industria en China aprovechando este interesante momento de gran crecimiento y rápida transformación internacional, con la ayuda de seis destacados profesionales chinos ([bios adjuntas](#)). Cada diálogo contará con la participación de dos de ellos, moderados por un experto español.

Esta jornada se inscribe dentro de la agenda del Programa de visitantes “Futuros Líderes chinos”, que en esta su X edición (1 a 9 de octubre) estará dedicada a dicho sector. En el horizonte, la idea que subyace es fomentar las oportunidades de colaboración y el *networking* entre sectores de ambos países.

Aforo limitado. Imprescindible invitación.

Más información:

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### AGENDA

#### 9.30 – 10:30 Sector audiovisual y proyección exterior

¿Está el cine, y en general el sector chino listo para dar el salto en busca de audiencias internacionales?, ¿qué implicaciones tiene esto para su imagen exterior?, ¿y viceversa: cuáles son las oportunidades para un intercambio cultural a través del cine y del sector audiovisual en China?.

**Conduce y modera, Menene Gras**, Directora del Festival de cine asiático “Casa Asia Film Week”

- **Vivian Qu**, Directora de cine, Productora Independiente
- **Zhang Hongyan**, Fundadora y Presidenta, REAL DREAMS PRODUCTIONS

#### 10:45 – 11:15 Pausa café.

#### 11:15 – 12:15 Miradas al futuro próximo de la industria del cine en China

A través de este diálogo exploraremos el mapa de la industria del cine en China, sus principales protagonistas, diferencias con modelos occidentales y alianzas internacionales.

**Conduce y modera, Marisa Fernández Armenteros**, División de cine, MEDIAPRO

- **Alex Zhang**, Productor, Asistente especial del CEO, ALIBABA PICTURES GROUP
- **Zhu Dan**, Project Director, CHINA FILM INTERNATIONAL MEDIA CORPORATION

#### 12:30- 13.30 Nuevas formas de distribución de contenidos audiovisuales: el caso de China

Plataformas de vídeo, gigantes de internet, servicios en streaming, VOD. El presente diálogo explorará las particularidades de las tendencias de consumo, códigos, modelos de negocio y grandes nombres propios en el país asiático.

**Conduce y modera: Elena Neira**, Experta en nuevos modelos de distribución audiovisual, LA OTRA PANTALLA.

- **Zeng Yi**, Vicepresidenta de Marketing y Asuntos Públicos, SOHU.COM
- **Alex Zhang**, Producer, Special Assitant to CEO. ALIBABA PICTURES GROUP
- **Meng Jing**, Directora de Marketing, ZHEJIANG TV



**ALEX ZHANG**

**PRODUCER/ SPECIAL ASSISTANT TO  
THE CEO**

**ALIBABA PICTURES GROUP  
LIMITED**

As one of the earliest members of the Alibaba Pictures team, **Alex Zhang** has since September of 2014, been involved in building the company from the ground up. As intermediary, interpreter, and assistant to CEO Zhang Qiang on group level strategic initiatives, he is primarily acting representative of the CEO's office in high priority projects, especially ones involving complex relationship management, high level communication intensive collaborations, international partners, and instances where Zhang Qiang personally takes lead.

He is involved heavily in overseeing Alibaba Pictures' diverse feature slate from early conceptual brainstorming to worldwide release and licensing. Working directly with the CEO and President to identify and source great content, branded and original, and then to follow, working with legal to get the necessary deals made, identifying and assembling the core creative ensemble (internal and external), taking the lead in creative meetings with writers and artists, overseeing and sometimes being hands-on in the packaging stage, working directly with talent and their reps, getting the project ready of physical production, and managing all aspects of production all the way into post.

**Alibaba Pictures Group**

Alibaba Pictures Group is a Chinese film company under Alibaba Group. The film company was formerly ChinaVision Media, of which Alibaba Group bought a majority stake in late 2014. It subsequently renamed ChinaVision as Alibaba Pictures Group. **By April 2015, it was the largest Chinese film company by worth**, with a market value of US\$8.77 billion[2] and by June of the same year it was worth US\$9.6 billion.[3]



**ZHANG HONGYAN**

**FOUNDER / PRESIDENT**

**REAL DREAM PRODUCTIONS**

**ZHANG Hongyan**, graduated from the Department of Television of Communication University of China and the Department of Director of Beijing Film Academy, and studied production management at the TFT of UCLA in the United States.

As a producer in ENLIGHT MEDIA she worked closely with the elite of the film industry. Meanwhile, she maintained cooperation with the Shanghai, Hong Kong, Cannes and Venice International Film Festivals.

In 2004, she began marketing films. "Kung Fu", her first co-film with Columbia TriStar Motion Picture Group had made 175 million at the box office.

She cooperated with overseas film companies in marketing and releasing movies including "Miami Vice", "The Fast and the Furious 3", "The Bourne Ultimatum", "007: Casino Royale", "Slumdog Millionaire", etc.

In 2005, she served as the publicity director of EDKO FILMS LIMITED. She participated in the promotion and release of Chinese films including works of Ang Lee, Stephen Chow, Tian Zhuangzhuang, Yuan Heping, Jet Li, among others.

In 2010, she began working as a producer and independently produced the film "Somebody to Love". In 2011, she was invited to work as CEO of the SMI CORPORATION. She was responsible for the early planning, post production and marketing of nearly twenty films. Meanwhile, as the producer, she produced film works including "Love for Life", "Swordsmen", etc.

**Real Dream Production Co. Ltd.**

In 2013, she founded Real Dream Production Co. Ltd. which is dedicated to the development, investment and production of commercial movies. In the same year, the first film of Real Dream Production Co. Ltd., "Dad, Where Are We Going? ", got an outstanding achievement of 700 million at the box office.

In 2014, the shooting of "Where are we going Dad II" was completed successfully, which promoted cultural exchanges between the People's Republic of China and the Republic of Fiji.



**VIVIAN QU**

**INDEPENDENT PRODUCER / DIRECTOR**

**Writer, director and producer**, Vivian Qu is a key figure of the **Chinese independent film circle**. She is known for making high quality arthouse films and bringing them to the best international platforms.

She started her film career in 2003 as a **consultant for international promotion** and distribution, helping director Xu Jinglei to premiere *Letter from an Unknown Woman* at *San Sebastian Film Festival* in 2004 where the film won the *best director Silver Shell Award*. In 2006 she **independently produced** feature film *Night Train*, which won critical acclaim at the 2007 Cannes Film Festival. She also produced other internationally acclaimed films such as *Knitting in 2008* and *Longing for the Rain (2013)*,.

Her **directorial debut**, *Trap Street*, premiered at the 70th Venice Film Festival in 2013, and screened at over 50 film festivals worldwide. The film was acclaimed “**a great representation of the newest generation of Chinese filmmakers**” at the 2014 New Directors/ New Films at Lincoln Center/MoMA in New York and was awarded the Grand Jury Prize at Boston Independent Film Festival.

In 2014 Vivian Qu produced *Black Coal, Thin Ice*, which won the *Golden Bear* and a *Silver Bear* at the 64th Berlin International Film Festival.

Currently Vivian is working on her second directing effort (to be released in 2017) as well as producing films under her production companies 22 Hours Films and Double Negative Films.



ZENG YI

VICEPRESIDENT OF MARKETING  
AND GOVERNMENT AFFAIRS

SOHU.COM

Mrs. ZENG Yi joined Sohu since 2000. She is now a Vice President of Marketing and Government Affairs, leading the marketing, public relations, and government affairs of the Sohu Group. Ms. Zeng holds a bachelor's degree in Chinese language from Beijing Normal University, and an EMBA degree from Cheung Kong Graduate School of Business.

#### SOHU.Com. Inc.

Sohu.com Inc. (NASDAQ: SOHU) is China's premier online brand, providing a network of Web properties and community based/Web 2.0 products regarding information, entertainment and communication. Sohu has built one of the most comprehensive matrices of Chinese language web properties and proprietary search engines, consisting of the mass portal and leading online media destination [www.sohu.com](http://www.sohu.com); the interactive search engine [www.sogou.com](http://www.sogou.com); the developer and operator of online games [www.changyou.com/en/](http://www.changyou.com/en/) and the leading online video Website [tv.sohu.com](http://tv.sohu.com).

Since 2011, [tv.sohu.com](http://tv.sohu.com) also produces tv series and films, like the adaptation of the German series "Knallerfrauen", called "Diors Man 屌丝男士" in its Chinese versión, with four seasons aired. In 2013 Sohu.Tv first produced 7 short films directed by 7 renowned Chinese actors, and in 2015, together with Wanda, the comedy Jian Bing Man 煎饼侠, a real blockbuster with more than 43 million spectators on its release day.



**ZHU DAN**

**PROJECT DIRECTOR**

**CHINA FILM INTERNATIONAL MEDIA CORPORATION (CFI)**

**ZHU Dan was appointed in 2014 as Project Director of CFI**, which is a joint venture of *China Film Group* and *Stanley Tong*, dedicated to promote innovative film making and share the

Chinese culture with global audience through international co-productions and collaborations.

Her credits include, *“North by Northeast”*, 2014, *“Nezha”* -2014-, and *“Pluto Time”* - 2016- (in postproduction), all of them selected by A category film festivals.

She is also the **curator of Shanghai International Film Festival (SIFF)**. Prior to that, she was the festival’s Program Manager. During that period she took charge of *SIFF Project Market* and *Mobile Short Film Festival*, which were both aimed to promote young talents. Both initiatives set official collaboration with the film festivals of Cannes, Moscow, Tokyo, Busan, Hong Kong and Gold Horse. Since 2012 she started to practice foreign film distribution: *“Black Gold”* (France), and *“A Little thing called love”* (Thailand).

**China Film (Shanghai) International Media Co., Ltd.** (hereinafter as CFI)

CFI is a joint-venture between China Film Co., Ltd. and Stanley Tong, based in Shanghai; it is the pioneer of international co-productions and oversea distributions for Chinese Cinema. CFI also initiated **China Film International Fund**, the mission of which is to invest film business and other potential film projects.

Stanley Tong, the President of CFI, is a film director, famous for the action movies starred by Jackie Chan. His latest blockbuster *KUNG FU YOGA*, the first China-India co-production film, will be released in 2017 Chinese New Year.

Since 2014, CFI has distributed *“Kaili Blues”*, *“What’s in the darkness”*, *“North by Northeast”*, *“Nezha”*. All these films had been screened globally and received prestigious awards from Locarno, Nantes, and Golden Horse.



**MENG JING**

**MARKETING DIRECTOR**

**ZHEJIANG TV/ and "RUNNING  
MAN" SHOW**

**Running Man** o Hurry Up, Brother (en chino: 奔跑吧兄弟) es el programa de televisión más visto de toda China durante cada una de las cuatro temporadas que lleva de emisión. Se trata de un programa de entretenimiento estilo reality show que se emite en Zhejiang Televisión y en el que sus protagonistas son algunos de los famosos más destacados de China. Suman entre las 9 celebridades participantes un total de 300 millones de seguidores en redes sociales. Incluye juegos y competiciones entre las estrellas que se dividen en dos equipos, y van completando sus misiones para ganar premios.

El programa se graba en localizaciones muy diversas, desde monumentos históricos a centros comerciales y cada temporada emite uno o varios episodios grabados en el extranjero. Los productores de Running Man podrían considerar la posibilidad de utilizar España próximamente como localización de su programa, lo que supondría una gran promoción turística para nuestro país.

### **Zhejiang TV**

Zhejiang Satellite TV, el canal integrado de televisión por satélite del Zhejiang Radio y Television Group y uno de los más vistos de China.

Emite algunos de los programas de entretenimiento líderes de audiencia en China, como son el ya mencionado "Running Man" o "Dad is back", reality shows que se basan en la participación de las estrellas más conocidas de China, o el programa "The Voice of China", también líder de audiencia.

La cadena cuenta con numerosos reconocimientos del sector como lo son "La noche de Weibo de 2015 de Sina, a la TV más creativa, o el de las revistas "New Weekly" y "Entertainment", al mejor canal de televisión de 2015.