



NEWS RELEASE

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BEIJING MPA CICE FILM WORKSHOP ANNOUNCES FILM PITCH WINNERS

SINGAPORE/BEIJING: The three-day MPA CICE Film Workshop held in Beijing concluded on December 3 with an announcement of the winning filmmakers in the feature film pitch competition.

Brendon Skinner, from Australia, who presented an Australian-Chinese co-production film idea titled *The Pulse*, was chosen from among sixteen emerging filmmakers from China and the Asia Pacific participating in the feature film pitch competition on the final day of the film workshop.

The winner was announced by Sid Ganis, former President of the Academy of Motion Picture Arts and Sciences and founder of Out Of The Blue Entertainment: "Brendon is a deserving winner of this impressive pitch competition. His presentation was delivered with clarity and simplicity. He took us on an emotional journey and involved us in the lives of his characters. He also very cleverly communicated the business case for his project. The pitch competition was an ideal final session for the MPA CICE Film Workshop here in Beijing. Congratulations to everyone on a highly successful event."

The winner's prize includes a trip to Los Angeles to meet with Executives from the Motion Picture Association (MPA) and their Member Companies, as well as attendance at the American Film Market (AFM) and the annual Chinese American Film Festival.

Five filmmakers were also acknowledged for the quality of their film pitches and rewarded with finalist certificates and trophies of unique Chinese design: Liu Ying, from China, for her film *The Scroll*, Sho Fujii, from Japan, for his film *Intangible*, Sitthipol Vannaniyom, from Thailand, for his film *Choose Me*, Liu Yaonan, from China, for his film *I Love You*, and Chris Ng, from Hong Kong for his film *Fatal Engagement*.

Co-hosting the event, Mike Ellis, President and Managing Director Asia Pacific MPA, announced a President's Special Recognition Prize for the film pitch that demonstrated the most promise towards reaching an audience in the Asia Pacific region. Liu Ying, writer of the film *The Scroll*, was rewarded with a VIP invitation to be the special guest of Mr. Ellis at the 6th Asia Pacific Screen Awards (APSAs), which will take place on the Gold Coast in Australia in November 2012.

“The feature film pitching session was a perfect conclusion to what has been a stimulating series of master-classes from some of the best movie and TV minds in China and Asia Pacific,” said Mike Ellis.

“We hope that this exercise has proved to be of benefit not only to the emerging filmmakers in this part of the world, but also to our established industry practitioners who gave their time and expertise so generously these past few days.

“During this event we shared knowledge, visions and ideas that we hope will further encourage the growth of quality filmmaking across this exciting region. I thank our generous hosts and partners, the China International Copyright Expo (CICE) who helped us set a high benchmark for this type of event.”

The MPA CICE Film Workshop, presented by the Motion Picture Association (MPA) Asia Pacific and the China International Copyright Expo (CICE), provided a master class on a range of contemporary topics on screenwriting, filmmaking, film marketing, film distribution and co-production opportunities between China and the international community. The Workshop also endeavoured to provide an opportunity for filmmakers to develop their careers, build networks and potentially collaborate on new projects.

The Workshop’s international and Chinese speakers included Chairman of China Film Group **Han Sanping**; Deputy Director-General of China Film Bureau **Zhang Hongsen**; President of China Film Co-Production Corp **Zhang Xun**; Founder and Chairman of Huayi Brothers **Wang Zhongjun**; Founder and Chairman of Bona Film International **Yu Dong**; Managing Director of Shanghai International Film Festival **Tang Lijun**; President of the Hong Kong Screenwriter’s Guild and Vice President of Beijing Enlight Pictures Ltd **Abe Kwong Man Wai**; Co-Founder and CEO of DMG **Dan Mintz**; award-winning scriptwriter-turned-director (*Ocean Heaven*) and Associate Professor at the Beijing Film Academy **Xue Xiaolu**; Australian film director and scriptwriter **Alister Grierson** (*James Cameron’s Sanctum*); Award-winning actor, director and Tropfest founder **John Polson** (*Siam Sunset, Swimfan, Hide & Seek and Tenderness*); Australian-Chinese writer, director, actor and producer **Pauline Chan** (*33 Postcards, Traps, The Dragon Pearl*); Executive Producer and the author of *The Independent Film Producer’s Survival Guide* **Harris E. Tulchin**; Co-founder of Cinecom and Fine Line Features as well as Chair of Columbia University’s Film School **Ira Deutchman**; United Talent Agency Agent and Executive Producer (*Animal Kingdom*) **Bec Smith**; Producer *Big Daddy, Deuce Bigalow: Male Gigolo, Mr. Deeds and Akeelah And The Bee* and previously President of the Academy of Motion Picture Arts and Sciences **Sid Ganis**; Head of Physical Production for Warner Bros. (*The Great Gatsby, The Hobbit and Mad Max: Fury Road*) **Jon Kuyper**; international screenwriting teacher “Beyond Structure” **David Freeman**; and Principal consultant at China Media Consulting and Beijing Film Academy teacher **Lora Chen**.

CICE is the premier international copyright industry forum and trade show in China, held annually since 2008. In 2012, the Expo will focus on the promotion and protection of film and television content.

The MPA Asia Pacific has hosted film workshops since 2006, providing stepping-stones for emerging filmmakers to develop their careers. In 2006, breakthrough filmmaker Xue Xiaolu participated in the Workshop, won the film writing competition, and landed the opportunity to travel to the US to meet with MPA and member company studio executives. Last year, her film *Ocean Heaven*, starring Jet Li, produced by Bill Kong and shot by Christopher Doyle, opened the Shanghai International Film Festival in 2010 and Xue Xiaolu was named Emerging Talent of the Year at CineAsia, the region's premiere movie convention in Hong Kong. This year Ms. Xue joined the Workshop us as a guest speaker.

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ABOUT THE MPA: *PROMOTING & PROTECTING SCREEN COMMUNITIES IN ASIA PACIFIC*

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore.

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