

CHINA

DAY

ITALY & CHINA: THEATRES, TV, PLATFORM

Is coproduction the key word?

Sunday 19th October 2014 - h. 15,00 / 18,00
Casa del Cinema - Sala Deluxe
Largo Marcello Mastroianni 1 - Roma

Programme

- 15.00 Opening remarks and Chair**, Riccardo TOZZI - President of ANICA
- Nicola BORRELLI - General Director for Cinema, Ministry of Culture
 - Riccardo MONTI - President of ICE
 - Li Ruiyu - Ambassador of PRC in Italy
- 15.20 Introduction**
- Giorgio GOSETTI - China Coordinator, *Moderator of the panel*
- 15.30 Chinese Film Market and Co-production system**
- MIAO Xiaotian - President, China Film Co-Production Corporation
 - Stephen LAM - Producer, Sil Metropol Organization Limited
 - CAI Gongming - President, Road Pictures
- 16.00 iQIYI experience**
- YANG Xianghua - Senior Vice President, iQIYI
- 16.15 Italy as an opportunity: credit system, public funds, regional supports**
- Bruno ZAMBARDINO - Lecturer in Audiovisual Economics at Sapienza University of Rome
 - Stefania IPPOLITI - President Italian Film Commission
 - Alberto BALDINI - Chief of Cinema Unit, BNL Gruppo BNP Paribas
- 16.30 Domestic Market: how to release films**
- Jeffrey CHAN - COO, Bona Film Group TBC
 - Jane SHAO - Executive Director, Lumière Pavilions
 - Jimmy HU - Chairman/CEO, Lumière Pavilions
- 17.00 Showcase: New Media Present & Future**
- Benjamin TOH - CEO, CUBIX D'Hive Mediahub Shanghai
 - Sophie BOURDON / Cristiano BORTONE - European producers association "Bridging the dragon"

Q&A session

- 18.00 Closing Remarks:** Cesare ROMITI - President, Fondazione Italia-Cina

A simultaneous translation will be provided.

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