



Industry Seminar I: Introductory Canadian-Asian Co-Production Summit

Industry Seminar II: Negotiating Legalities and Finances in Filmmaking

When: March 11th, 2011, 3:30 - 6:30pm

Networking session follows

Where: NFB CinéRobothèque

1564 rue St-Denis, Montreal (Berri Uqam Metro)

Ciné-Asie is proud to present the 2nd edition of AmérAsia Film Festival in Montreal, held from March 3rd to 13th 2011. The festival showcases more than 22 international films and videos from 10 countries. 5 special events, including practical workshops and seminars are also available to film professionals and the general public.

Ciné-Asie presents the *Introductory Canadian-Asian Co-Production Summit* and *Negotiating Legalities and Finances in Filmmaking* seminar, as a part of this year's AmérAsia Festival. These two industry-specific seminars are held at NFB CinéRobothèque from 3:30pm to 6:30pm on March 11th.

Contact AmérAsia at amerasia@cine-asie.ca
Visit www.amerasiafestival.com for further information



5049, St-Urbain, Montréal, QC H2W 1Z5 Canada
Tel: (514) 564-0838 Fax: (514)439-1283
www.cine-asie.ca

AMÉRIASIA

FILM FESTIVAL

www.amerasiafestival.com

Seminar I: Introductory Canadian-Asian Co-Production Summit

A case study on Director Yung Chang's films: *Up the Yangtze* (2008) & *China Heavyweight* (2012)

"The current global economic crisis has given impacts to many countries, and I think Canada is no exception to this matter. Fortunately, Asian countries have a different economic system from that of the United States'. Especially, China seems to be not influenced at all from this global economic crisis and maintains to keep producing films. So the first part I would like to talk about is China..." – Kevin Chang

This seminar will present a case study on director Yung Chang's highly appraised film, "*Up the Yangtze*" (2008), and move forward to his current film projects and *China Heavyweight* (2012).

- 15.30—15.35 Introduction by Ciné-Asie and Moderator
- 15.35—15.45 Video message from Mr. Kevin Chang (Association of Film Commissioners International (AFCI))
- 15:45 – 15:55 Introduction of the Yung's projects with China by Bob Moore at EyeSteelFilm "*Up the Yangtze*" and current project 2011
- 15:55—16:00 Video message from Yung Chang
- 16:00—16:10 Bob Moore
- 16.10—16.20 Téléfilm Canada
- 16.20—16.30 SODEC
- 16.30—16:35 Sum up by Bob Moore
- 16.35—17:10 Open Discussion with Audience
- 17:10—17:30 Snack & coffee break

Director Yung and EyeSteelFilm generously offered to share their films (one of the most interesting cases of Canada-China co-production) to encourage a more effective co-production environment while supporting the Canadian film industry.

Asian countries are very open and eager to co-produce films with the West. Each Asian country and province provides tax incentives to support programs that welcome foreign production. Moreover, co-production provides not only new shooting locations for richer contents but also enables filmmakers to secure an extra or a speedy budget and a broader distribution market in a fast-paced environment. As a result, co-production has become a more coherent and important aspect of filmmaking.



5049, St-Urbain, Montréal, QC H2W 1Z5 Canada
Tel: (514) 564-0838 Fax: (514)439-1283
www.cine-asie.ca

AMÉRASIA

FILM FESTIVAL

www.amerasiafestival.com

This seminar will look into various issues of Canadian-Asian co-production with concrete examples through Yung's production. The discussion panel will be led by the panelists below.

Panelists:

- **Kevin Chang**, producer and board of member at Association Film Commissioners International (AFCI)
 - ✓ Presentation of the current climates on Co-Production in Asian countries (Video message from Seoul, Korea)
- **Bob Moore**, Producer and head of business and legal affairs for EyeSteelFilm
 - ✓ Introduction of Yung Chang's films by Bob Moore
- **Yung Chang**, Director of *Up the Yangtze* (2008) and *China Heavyweight* (2012) (Video message from Shanghai, China)
- **Marielle Poupelin** Deputy director, Co-productions certification at TELEFILM CANADA
- **Alain. C. Rondeau**, Project Admissibility Analyst at SODEC
 - ✓ The Government's plans and steps towards Asian countries

Kevin Chang is Secretary General of the Asian-Pacific producers' network, Association of Film Commissioners International; Chang will present the current co-production climate in China, Hong Kong, Japan and Korea.

Bob Moore is a producer and the head of business and legal affairs for EyeSteelFilms. He joined the company in 2008, as a rights and legal consultant on the multi-platform *Rip: A Remix Manifesto*. Moore now oversees films from development to delivery; responsible for financing, rights, distribution and co-production agreements.

Yung Chang is a Chinese-Canadian Montreal-based director with the multi awards-winning documentary *Up the Yangtze* (2007). The director displays a poetic sense of cinematic storytelling and has won the Best Canadian Documentary award at the Vancouver International Film Festival in 2007, the Special Jury Award at the Los Angeles Asian Pacific Film Festival in 2008, the Golden Gate Award in 2008, and Best Documentary Genie Award in 2009.

Alain Rondeau has been working in the television and cinema production field in Quebec for over 20 years. As a Project Analyst he's been part of the SODEC Cinema and Television equity investment division team ever since.



5049, St-Urbain, Montréal, QC H2W 1Z5 Canada
Tel: (514) 564-0838 Fax: (514)439-1283
www.cine-asie.ca

AMÉRASIA

FILM FESTIVAL

www.amerasiafestival.com

Seminar II: Negotiating Legalities and Finances in Filmmaking

Financial Administrators and executive producers will conduct a practical and effective subject.

This seminar will discuss financial management and negotiation of legal documents in filmmaking. The key points for a successful film project are: how to economize and manage a budget even if it is already determined; expenses management and cost reporting in accounting; and how to negotiate and handle legal contracts surrounding film production without future legal problems. Professionals will conduct these seminars by discussing on a case study.

17.30—17.35 Introduction by Ciné-Asie

17.35—18.20 Bob Moore & Anuj Khosla (Legalities and Accounting)

✓ Powerpoint presentation and Video clips

18.20—18.50 Discussion

18.50— Reception-Networking (Lobby of NFB)

Panelists:

- **Bob Moore**, Producer and the head of business and legal affairs at *EyeSteelFilm*
- **Anuj Khosla**, Head Administrator and accountant at *EyeSteelFilm*

Bob Moore is the producer and the head of business and legal affairs at *EyeSteelFilm*. He will introduce the legal aspects of financing a film production and answer questions like: how to negotiate and draw legal contracts for a production team or director? How to negotiate all of the conditions for producers, directors, without encountering legal issues?

Anuj Khosla, the Head Administrator for *EyeSteelFilm*, Anuj will present how to manage the financial structure to economize expenses under a tight budget from the beginning till the end of production. Examples from *EyeSteelFilm*'s previous production projects will be discussed for further illustration.

**For over 17 years Ciné-Asie has been dedicated to bridge the gap between Asian and Canadian cinema through screenings, seminars and workshops. Ciné-Asie has been studying the above subjects very closely for several years and eventually decided to launch them at AmérAsia, hoping that the Canadian film industry will have a chance to get further comprehensive information on co-production with Asian countries.*



5049, St-Urbain, Montréal, QC H2W 1Z5 Canada

Tel: (514) 564-0838 Fax: (514)439-1283

www.cine-asie.ca