

in co-operation with

### 3<sup>RD</sup> SINO-EUROPEAN PRODUCTION SEMINAR

15th February 2017 at White Room, 2nd floor, Martin-Gropius-Bau, Niederkirchnerstraße 7, 10963 Berlin

#### Expert biographies

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- Cristiano BORTONE, Bridging the Dragon
- Jessica CHEN, Easy Entertainment
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#### AUYEUNG POPING

##### Casting director



**Dates in Berlin: 10 - 16 February 2017**

AUYEUNG Poping is a casting director from Canada. A veteran of the Asian and North American film industry of over 35 years, she was the casting director for the first big budget American film (*Tai Pan* starring Joan Chen) shot entirely in China in the mid 80s. She specialises in casting English-speaking Asian actors in international productions shooting in the U.S., Canada and Asia and has the largest database of English speaking Asian actors worldwide. She has been working out of Greater China and Asia for more than 15 years and is very well connected with key players in the Asian film industry.

She has cast feature films with a wide range of budgets, including films for major studios like *Karate Kid* (Jackie Chan, Sony Pictures), and *Forbidden Kingdom* (Jackie Chan, Jet Li, Relativity Media) to smaller yet equally successful film and TV projects like the Chinese language film *Sophie's Revenge* (Zhang Ziyi, Perfect World Beijing).

She was the casting director for Asia (Greater China, Korea, Singapore and Malaysia) for the Netflix / Weinstein Co. *Marco Polo*, a 10 part TV series shot in Malaysia, *Crouching Tiger, Hidden Dragon: Sword of Destiny*, filmed in New Zealand, and *Skiptrace*, starring Jackie Chan, Johnny Knoxville and Fan Bingbing, filmed in China, Hong Kong and Macau. Amongst her recent projects were *Birth of a Dragon*, a U.S.-China co-production shot in Vancouver, and cast out of China, Hong Kong and Vancouver, and *Crazy Rich Asians* for Warner Bros.

**CRISTIANO BORTONE****Vice chairman & treasurer, Bridging the Dragon****Dates in Berlin:** Based in Berlin

After attending the University of Southern California in Los Angeles, in 1991 BORTONE graduated from the New York University in film and television with an award for special achievements.

In 1998 he founded the Italian production company Orisa Produzioni and in 2015 the Chinese production company Yiyi Pictures. His activity as producer includes features, documentaries and television programs for the main Italian networks, both in the art house and commercial area. In 2006 he was nominated "Best Producer" at the Italian Nastri d'Argento. Currently he is also collaborating on the production of *Men vs Women* with Road Pictures / Huayi Bros. As a director he directed 5 feature films. Among them *Red Like The Sky* won an Italian film award David di Donatello in 2007 and more than 25 other international festivals. His new film *Coffee* is the first official coproduction between China and Italy.

He worked as screenwriter and script editor on several productions, co-authored the manual *How to Make a Short* and taught directing, screenwriting and producing at several international institutions including the Beijing Film Academy. He has been a consultant of the MEDIA programme of the European Community. He is a co-founder and treasurer of the Sino-European association Bridging the dragon and coordinates most of its activities.

**JESSICA CHEN****Co-founder, Easy Entertainment****Dates in Berlin:** 11 - 16 February 2017

Jessica CHEN started her career in the entertainment industry as a film journalist in 1998. That career took a slight turn in 2004 when she became an agent, and in 2005 she joined Creative Artists Agency (CAA) as one of the first agents working at its office in China. Her clients are Xu Zheng, Ning Hao, Huang Bo, Wen Zhang, Yu Nan, Wang Quanan, Pang Ho-cheung, Chen Shu. She was chosen by Variety as one of "The Next Generation" on the Asian entertainment scene in 2009 for her outstanding work at CAA. Jessica Chen joined Edko Film Ltd. headed by Bill Kong in 2010, and has since worked as associate producer on multiple films in various genres, including *First Time*, *Cold War*, *Finding Mr. Right*, *Firestorm* and *Monster Hunt*.

Now she is the co-founder of Easy Entertainment which represents A-list Chinese talents including actor Mark Zhao, Lu Han, Zhu Yawen, Bai Yu, Zhang Youhao, Zhu Ran, actress Song Jia, Ma Liyi, Chen Shu, Zhang Yuqi, Chun Xia, Tao Hui, Fan Shuaiqi and director Jun Lee, Yang Qing, Han Yan, Han Yi and screenwriter Zhang Ji, Zha Muchun, Qin Haiyan, Zhang Lili. Jessica is also an experienced producer with credit on *Go Away, Mr. Tumor!*, *Chongqing Hotpot*, *When Larry Met Mary*, TV series *Swan Dive For Love*.

Jessica Chen was the panel guest for PIFF in 2014.

**CHEN LIZHI**  
CEO & producer, Spire Media



**Dates in Berlin:** 10 - 17 February 2017

A seasoned former studio executive, CHEN Lizhi has over a decade of experience working in the Chinese film industry. He has produced the official Chinese remake of Korean thriller *Hide and Seek* and co-produced hit animation feature *Big Fish and Begonia* (US\$85 million b.o. in China), since setting up his own production company Spire Media in October 2015.

Before founding Spire, Lizhi worked at Village Roadshow Pictures Asia ("VRPA") as Executive Vice President, co-managing its film development, production, marketing and distribution operations. He had been with the company since its establishment in 2011 and oversaw the production and releases of all VRPA titles during his tenure. Prior to joining VRPA, Lizhi served as Marketing Director at Variety China and Marketing Manager at Warner Bros. Pictures International's China office. Lizhi holds a Master of Science degree from the University of Texas. He is fluent in Mandarin Chinese and English.

**PATRICK FRATER**  
Asia Bureau Chief, Variety



**Dates in Berlin:** 7 - 16 February 2017

Patrick FRATER has over 20 years of experience writing about and analysing the international film industry, with publications including Variety, Screen International. He was Asia editor of Variety between 2005 and 2009 and re-joined the publication in July 2013. In 2010, he co-founded regional film trade publication Film Business Asia which he operated for three years, as well as consultancy firm F Media. Based in Hong Kong, Frater travels widely within the Asia-Pacific region, and is a regular radio pundit, conference host and public speaker.

**ALEX JIA**  
Vice President & Chief Creative Officer, Beijing WD Pictures



**Dates in Berlin:** 12 - 17 February 2017

Alex JIA is a script specialist and advisor. He studied English and American Literature, and Comparative Literature in the United States. In 1998, he launched China Film Project at Harvard University, and in 2001 organized a touring Chinese film festival that involved such institutions as Harvard, NYU, the Lincoln Center and the National Gallery of Art, showcasing 11 Chinese films under the banner of the Urban Generation. Since his return to China in 2002 he has worked as a development executive for such companies as Chinavision (now Alibaba Pictures) and Shanghai New Culture Media Group.

Now he is Vice President and Chief Creative Officer for Beijing WD Pictures, a film investment and production company specialised in co-productions. The films he has worked on as a creative producer or script advisor include *Railroad Tigers*, *Saving Mr. Wu*, *One Night Stud*, *Police Story 2013*, *Beloved*, *What Women Want* (a Chinese remake of the American film by the same title), *Little Red Flowers*, *One Foot off the Ground* and a documentary series, *A History of Peking Opera*.

**MA HELIANG****Curator, Just Film Festival****Dates in Berlin:** 12 - 17 February 2017

MA Heliang was born in 1983. He majored in Chinese Language and Literature and graduated from Zhengzhou University in 2005, and worked for 4 years for media.

He has written over 100 film reviews and posted them on famous Chinese media such as Xinmin Evening News, Southern Weekly and Hebei Youth Daily, and became a signed critic at Mtime.com.

In 2013, he was a member of the jury of the 8<sup>th</sup> FIRST International Film Festival.

In 2014, he won the Recognition Award for his script *Hide and Seek* at Project Pitches of the 4<sup>th</sup> Beijing International Film Festival – Beijing Film Market.

In 2015, the script *Assassin in 3 Kingdoms* which he wrote and developed was selected into Project Pitches of the 5<sup>th</sup> Beijing International Film Festival – Beijing Film Market.

With 7 years of experience in the domestic film market, he founded Bladerunner Culture Media in August 2012, which has provided marketing service for imported films, domestic commercial genre films and arthouse films such as *Bait 3D* (2012), *Red 2* (2013), *Girls* (2014), *Non-Stop* (2014), *Jobs* (2013), *12 Citizens* (2014), *Touch the Light* (2012), *Pompeii* (2014), *The Last Witch Hunter* (2015) and the coming *Terminator 2: Judgment Day in 3D* (2017).

In January 2016, he co-founded JUST Film Festival, the first fantasy film festival in mainland China.

**KAY NIESSEN****Executive Producer and C.O.O. / authorized representative, Action Concept****Dates in Berlin:** 13 - 15 February 2017

During his business studies at the University of Cologne he worked in various positions for top German production companies.

In 2000 he started his career at action concept. From 2004 onwards he takes on various management positions in companies of the action concept group and was responsible for more than 300 hours of prime time TV drama shows and several other productions and have overseen a budget of more than 250 million Euros.

After he became a production manager for the entire group in 2006 he advanced to the position of the COO in 2010 and is in charge of all operational decisions. On top of that he is Executive Producer for all the group's movies and TV productions in Germany as well as internationally.

With hands-on producers he realized international co-productions, including Ron Howard's *Rush*, *Collide*, starring Nicholas Hoult, Felicity Jones, Ben Kingsley and Anthony Hopkins and *Boy 7* by Özgür Yildirim.

**STEFAN RETZBACH****Producer / Showrunner, Action Concept****Dates in Berlin:** 13 - 15 February 2017

From 1996 to 2000, Stefan studied film producing at Germany's most successful film school.

From 2000 to 2012, as showrunner, he helmed 180 episodes of *Alarm für Cobra 11 – die Autobahnpolizei*. *Cobra 11* is not only one of the most successful German TV series ever, it is also, by a considerable margin, the most successful German series internationally.

In addition to *Cobra 11*, Stefan produced numerous rating hits for German Free TV. He currently divides his time between working in German television and for the Asian cinema market. In 2016 he produced *Out of control* – action concepts first action packed Chinese action thriller.

**SHAN DONGBING****Founder & President, Donwa Pictures****Dates in Berlin:** 5 - 16 February 2017

2015: Executive President, Foye Pictures of Fosun Group

2011 - 2015: Vice President of Business Development and Strategic Planning of Le Vision Pictures

2005 - 2007: Vice Present of financing and productions at Polybona Film Distribution Company

1985 - 1999: Senior Manager at China Film Import and Export Corporation

SHAN Dongbing has also been the consultant at News Corporations (China), 20th Century Fox, Asian Film Market of the Busan Film Festival, Digital Theater Systems (USA), and he has been an active independent film producer supporting the creative activities by the sixth generation filmmakers in China including Zhang Yuan and Yang Chao in their productions of *Seventeen Years* and *Crosscurrent*.

**WANG LUNA****CEO, Beijing Juben Pictures****Dates in Berlin:** 9 - 16 February 2017

WANG Luna is the CEO of Beijing Juben Production Company. Luna graduated from the Shandong Art Institute and received bachelor's degree in arts and cultural management in 2002. Then she went to France to further study. In 2008, Luna joined Zhen Fund which is the famous angel investment in Mainland China. She worked as PR director, and was involved in co-management of several films Zhenfund invested, such as *Memory of love* *The Robbers* and *I Do*. She is also the award-winning film *12 Citizens* (2014) as well as the executive producer of TV series *Let Me Be With You* (2015), and Tibetan film *Butter Lamp* (2016).



**Dates in Berlin:** 14 - 16 February 2017

Graduated from the Beijing Film Academy, WANG Yu dedicates himself to international film co-operation and distribution. He launches the *Chinese Film Market* magazine to help Chinese film industry synchronizing with the international arena. With rich experience on film co-production, WANG Yu has worked on over 30 award-winning co-productions as producer, including *Crosscurrent*, *Unknown Pleasures*, *The World*, *Still Life*, *Dong*, *A Butcher*, *A Chef* and

*A Swordsman*, etc, by Chinese directors JIA Zhang-Ke, WU Ershan, LIU Hao, and HAN Jie. WANG Yu is also a guest professor at the Beijing Film Academy and the Beijing Normal University, and Deputy Secretary General at the Beijing Film Academy Business School.

2007-2015: Ray Production - President / producer

2010-2013: Beijing International Film Festival - Film Market Director and Project Pitching Director

2011-2014: Korean Film Council - Chinese Consultant

2013: Binhai International Micro Film Festival - Vice President

**Fimography:**

- *The Orphan Of An Yang* by WANG Chao - screened at the 2001 Cannes Film Festival as part of the Directors' Fort- night series
- *Blind Shaft* by LI Yang - 2003 Berlinale Silver Berlin Bear
- *Chen Mo He Mei Ting* by LIU Hao - 52th Berlinale Premiere First Movie Special Mentioning
- *Platform* by JIA Zhangke - 2000 Venice Film Festival, Golden Lion - nominee; Netpac Award; 2000 Nantes Three Continents Festival; 2001 Buenos Aires International Festival of Independent Cinema; 2001 Fribourg International Film Festival, Don Quixote Award, FIPRESCI Prize
- *Unknown Pleasures* by JIA Zhangke - 2002 Cannes Film Festival Palme d'Or nominee; 2003 Singapore International Film Festival; FIPRESCI / NETPAC Award
- *The World* by JIA Zhangke - 2004 Venice International Film Festival Golden Lion Nominee
- *Still Life* by JIA Zhangke - 2006 Venice International Film Festival Golden Lion Award; 2007 Adelaide Film Festival NATUZZI International Award for Best Feature Film; 2007 Valdivia International Film Festival Winner of Best International Feature Film; 2007 Tromsø International Film Festival Winner of the FIPRESCI Prize
- *DONG* by JIA Zhangke - 2006 Venice International Film Festival "Horizons" Program; 2006 Toronto International Film Festival "Real-to-Reel" Program
- *Walking On The Wild Side* by HAN Jie - Tiger Award at 2006 International Film Festival Rotterdam
- *Crossing Over* by JIN Chen - In association with Kadokawa Pictures 2006; Opening film at 2006 Tokyo International Film Festival
- *The Land* by HE Jia - 2009 International Film Festival Rotterdam, Bright Future; 4th REEL CHINA Documentary Biennial
- *Zen* by Banmei TAKAHASHI, In association with Kadokawa Pictures, China / Japan
- *The Butcher, The Chef and the Swordsman* by WU Ershan - In cooperation with US 20th Century Fox; 2010 Toronto International Film Festival
- *I Phone You* by Dan Tang - 2010 In association with German Reverse Angle
- *Back in 2015* by Han Jie - in Post-production
- *Everest -The Summit of Gods* by Hideyuki Hirayama - in association with Kadokawa Pictures
- *Crosscurrent* by YANG Chao - 66th Berlinale Silver Bear Winner

**Distribution of imported films:**

2013: *Hummingbird* by Steven Knight; *Fire with Fire* by David Barrett, US

2010: *Delhi Safari* by Nikhil Advani, India

2014: *Khumba* by Anthony Silverston, South Africa; *Tokarev* by Paco Cabezas, US

**YANG FENGWEI**  
Co-founder, Just Film Festival



**Dates in Berlin:** 12 - 17 February 2017

YANG Fengwei, a film marketing distributor and film production manager, has been involved in film industry for more than ten years. He is very familiar with all sectors of the film market and deeply knows the scope of consumption in China. Hence, in his career, he soundly got rich experience and original discretion in film distribution, marketing and copyright. In accordance with the market trends, he can excellently lead a program from the planning phase to launching phase and take fruitful shape in film producing and distribution strategies.

He used to work as VP in Magilm Pictures, and he established the distribution department and made the company in one line of marketing and distribution. Films he issued include: *Forever Young* (2015), *Little Big Master* (2015), *The Strange House* (2015), etc. Now he is in charge of the distribution department in Gravity Pictures, and distributed the *Mission Milano* (2016) which performed by Chinese super star Andy Lau.

In January 2016, as a co-founder, he initiated the JUST Film Festival-the first genre film festival on Fantasy and Sci-fi in China.

**JERRY YE**  
VP & Board Director, Huayi Brothers



**Dates in Berlin:** 12 - 16 February 2017

Master of Economics and Management, VP and Board Director of Huayi Brothers Media Group Co., Ltd. and GM of Huayi Brothers Film Co., Ltd.

He joined Wanda Group in 2002 and successfully served as GM of Wanda Cinemas, Board Director of American Multi-Cinema, VP of Wanda Cultural Group and Chairman of Wuzhou Film Distribution. In 2016, he assumed the office as VP and board of Huayi Brothers Media Group Co., Ltd. and GM of Huayi Brothers Film Co., Ltd. He has produced many films including *Police Story 2013*, *Beijing Love Story*, *Master of Hypnosis*, *One Thousand Hundred Bad Jokes*, *Brothers to Run*, *Pancake Man*, *Go away, Mr. Tumor*, *Goodbye Mr. Loser*, *Mojin - The Lost Legend* and *Detective Chinatown*.

**Grace ZHANG**  
General Manager & Board Member, Dadi Film



**Dates in Berlin:** 14 - 16 February 2017

ZHANG Qun, formerly the manager of distribution department and currently acting as the general manager and board member of Dadi Film. She is extensively experienced in film production, distribution and consumer-end management.

Dadi Film is owned by Dadi media group which involves in film investment, production, distribution, and cinema line operation. The company was launched in 2004 and is active in producing quality movies, co-production and

distribution. The films presented by Dadi include *Electric Shadows* (2004), *Wushu* (2007), *Confucius* (2010), *Echoes of rainbow* (2010), *East Meets West* (2011), *Fake Fiction* (2013), *But Always* (2014), *Pali Road* (2015), etc. Till Feb 2016, Dadi cinemas became the second biggest Chinese Cinema Chains with over 4000 screens in 727 cinemas, and have ranked second highest in domestic monthly box office.

#### Filmography:

2015 *Pali Road*, Producer

(Sino-US co-production. Romance/suspense, directed by Jonathan Lim Hua-Lang, starring Michelle Chen, Henry Ian Cusick, Jackson Rathbone, Sung Kang etc. IMDB: tt3744264)

2014 *But Always*, Producer

Romance, directed by Zou Xian, starring Nicholas Tse, Gao Yuanyuan etc. The profit rate of this project is over 100%. IMDB: tt3906444)

2013 *Fake Fiction*, Producer

(Comedy, directed by Shao Xiaoli, starring Xu Zheng, Zhang Zifeng, Wang Xuanyu etc. The profit rate of this project is over 100%. IMDB: tt3293724)

2011 *East Meets West*, Producer

(Comedy, directed by Jeffrey Lau, starring Eason Chan, Karen Mok, Kenny Bee etc. IMDB: tt2091885)

2010 *Confucius*, Distribution Director

(Biopic/history, directed by Hu Mei, starring Yun-Fat Chow, Zhou Xun, Chen Jianbin, Ren Quan etc. Won Best Photography at 2011 Hong Kong Film Award. IMDB: tt1397498)

2010 *Echoes Of The Rainbow*, Distribution Director

(Drama, directed by Alex Law, starring Sandra Ng, Simon Yam, Aarif Lee, Buzz Chung etc. Won Crystal Bear for the Best Film in the Children's Jury "Generation Kplus" at 2010 Berlinale; won Best Screenplay, Best Actor, Best Original Film Song, Best New Performer at 2010 Hong Kong Film Award. IMDB: tt1602572)

## ZHU LI

Senior partner & producer, Beijing Juben Pictures



Dates in Berlin: 8 - 16 February 2017

ZUH Li is senior partner and producer at Beijing Juben Pictures. She earned her bachelor's degree in Editing, Directing of TV programme from Communication University of China in 2005. In 2006, she was accepted by one of the U.S. Ivy league schools - Dartmouth College - to pursue her master's degree in Media and Culture studies. After graduation she continued to work at the media lab at Dartmouth for three years, before she was admitted by the top school in cinema and communications at University of Southern California, where she earned her second master's degree in Entertainment Management. Ms. Zhu joined Juben Pictures in 2013, and was involved in the award-winning Chinese film *12 Citizens* as associate producer. In 2015, she produced the China-U.S. co-production *Butter Lamp* that is adapted from a well-received internet novel about Tibet. She is also the producer of the first-of-its kind Chinese-Spanish co-production *My Team vs. Real Madrid*.

Media partner **VARIETY**

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