

## Huayi Brothers President James Wang to deliver opening keynote at Asia TV Forum & Market 2014

**Singapore, 21 November 2014** – Asia TV Forum & Market (ATF), Asia's leading entertainment content market, announces today that **James Zhonglei Wang**, President of privately owned Chinese corporation, Huayi Brothers Media Corporation, will deliver the Asia Media Opening Keynote titled "Rising from the East – Huayi Brothers: Crossing Boundaries Going Beyond Entertainment" on 9 December 2014.

This follows earlier announcements about the line-up of industry luminaries featured on the ATF conference, including **Ma Dong**, Chief Content Officer of Baidu's IQIYI (China), **Alon Shtruzman**, CEO, Keshet International (Israel) and **Tom Beattie**, Head of Animation and Children's Programming for Tiger Aspect Productions (United Kingdom).

### Huayi Brothers going beyond entertainment

President of Huayi Brothers, **James Zhonglei Wang** has spearheaded the company's growth in the last two decades. Through the years, the company has become one of the most influential entertainment and media organisations in the Chinese Mainland, dominating the entertainment industry.

Although well-regarded internationally as the content leader in the Chinese market, Huayi Brothers continues to seek greater success for its entertainment business. Earlier this month, the company signed strategic deals with two of China's largest online platform players that would boost various aspects of its business, including online entertainment, online gaming as well as its movie-themed park opened last June. And in September 2014, Huayi Brothers announced that it was setting up a USD\$130 million subsidiary in the United States to invest in the distribution and production of movies and TV shows.

Mr Wang's address on "Rising from the East – Huayi Brothers: Crossing Boundaries Going Beyond Entertainment" will shed light into his company's experience in forming alliances and expanding into the international scene. Attendees can also look forward to hearing about Huayi Brothers' strategies for developing a full entertainment experience by foraying beyond the production and distribution of TV & film, to enter the realms of online games, theme parks and online content platforms.

Commenting on the keynote session, he said, "This year has been an exciting year for Huayi Brothers since we were first established in 1994. The response regarding our strategic move on our alliance partnership with our Chinese partners has been encouraging and I look forward to share more insights at ATF."

ATF 2014 will be held in conjunction with ScreenSingapore 2014 for the third consecutive year. The four-day conference programme will take place from 9 to 12 December 2014 at Marina Bay Sands Expo and Convention Centre in Singapore.

For more information on the conference line-up and speakers, please visit <http://www.asiatvforum.com/Conference-Events/>.

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## **About Asia Television Forum & Market**

*Asia Television Forum & Market (ATF) is Asia's leading entertainment content market, a must-attend international platform for the financing, co-producing, buying and selling of entertainment content across all platforms. Bringing together international sellers and Asia Pacific buyers, ATF is the gateway to Asia's entertainment content business.*

For more information on ATF 2014, visit the official website at [www.asiatvforum.com](http://www.asiatvforum.com).

## **About the Singapore Media Festival**

*The Singapore Media Festival is set to become one of Asia's leading international media events, where the industry meets to discover the latest trends, talent and content in Asia for Film and TV. It brings together four complementary events- Asia TV Forum & Market (ATF) and ScreenSingapore (SS), Asian Television Awards (ATA) and Singapore International Film Festival (SGIFF), which will take place from 4-14 December 2014. The Singapore Media Festival is hosted by the Media Development Authority of Singapore, and organised by Reed Exhibitions, Contineo Media and SGIFF Ltd.*

## **About Reed Exhibitions**

*Reed Exhibitions is the world's leading events organiser, with over 500 events in 41 countries. In 2012 Reed brought together seven million active event participants from around the world, generating billions of dollars in business. Today, Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 34 fully-staffed offices. Reed Exhibitions serves 44 industry sectors with trade and consumer events and is part of the Reed Elsevier Group plc, a world-leading publisher and information provider.*

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