

8 October 2008

Mr Vira Rojpojchanarat  
Permanent Secretary  
Ministry of Culture, Thailand  
Chairperson, National ASEAN-COCI, Thailand

Dear Mr Vira Rojpojchanarat

**INVITATION TO ASEAN-CHINA MEETING ON MEDIA COLLABORATIONS, 11  
DEC 08 AND RELATED MEDIA INDUSTRY EVENTS AT THE ASIA MEDIA  
FESTIVAL 2008 IN SINGAPORE**

The China-ASEAN Summit Forum on Radio and Television held in Beijing in April 2008 was an important first step for China and ASEAN government representatives and broadcasters to exchange ideas on strengthening media cooperation in the region. Key areas of cooperation identified include facilitating exchanges of radio and television content, cooperation in media policies and regulations, encouraging co-productions, training exchanges, and organizing forums to encourage closer media industry collaborations. Since then media and information cooperation between China and ASEAN have been growing. An MOU between ASEAN and China on Information and Media Cooperation will also be signed by the Chinese and ASEAN Information Ministers in October 2008 in Nanning, China.

The ASEAN Committee on Culture and Information in July 2008 in Myanmar had endorsed Singapore's proposal to hold an ASEAN-China Meeting to facilitate media collaborations during the Asia Media Festival in Singapore in December 2008. I am pleased to inform you that the Media Development Authority of Singapore had arranged for the event to be held on 11 December 2008.

**ASEAN-CHINA MEETING ON MEDIA COLLABORATIONS**

**11 December 2008 (Thursday), 9.10am – 2pm  
Suntec International Convention Centre, Room 325**

This closed door event provides a platform for official government representatives from ASEAN and China and their nominated industry representatives to share ideas and network to enhance media industry collaborations.

We would like to invite each ASEAN country and China to send at least 1 senior government representative in charge of promoting the media industry and 2 or more nominated industry representatives (particularly from the TV broadcast programming

sector) to participate in the event on a self-funded basis. The meeting will comprise two key segments.

For the first part of the discussion, each participating country will be invited to give a 10 to 15 minute country presentation, which could focus on the following areas:

- a) Introduction and overview of media industry landscape/trends of your country, including key industry players, broadcasters, cultural resources, etc.
- b) Introduction of available financial incentives, facilitation for filming, policies, regulations, funds, etc.
- c) Examples of your country's media industry collaborations with China and/or ASEAN, including new projects.
- d) Suggestions for strengthening platform for future ASEAN-China media industry collaborations.

Based on the ideas from the above presentations, the second part of the discussions will comprise a moderated discussion focusing on identifying concrete steps and practical ideas to implement the MOU between ASEAN and China on Information and Media Cooperation, in particular, to encourage more media industry co-productions.

Participants will also be encouraged to make use of the networking opportunities during the tea-break and lunch to identify partners for co-productions and other media collaborations.

The draft programme for the ASEAN-China Meeting on Media Collaborations is attached at Annex 1.

## **INVITATION TO OTHER KEY INDUSTRY EVENTS**

As the ASEAN-China Meeting is held during the Asia Media Festival, delegates can take advantage of the various media industry events taking place in Singapore during the Asia Media Festival 2008 and the 9<sup>th</sup> Asia Television Forum (ATF). These include the **Opening of the China Film Festival in Singapore**, and the **Asia Media Festival 2008 Country Showcase**.

In addition, our ASEAN and Chinese colleagues will have the opportunity to visit the **Asia Television Forum 2008 Media Market** and the first **SIGGRAPH Asia Exhibition** during their stay in Singapore. Please refer to Annex 2 for the proposed overall programme, and Annex 3 for event information.

To ensure that you enjoy the best of these events, MDA is pleased to offer up to 3 complimentary passes to visit the Asia Television Forum (ATF) 2008 market (priced at SGD 895 each) and SIGGRAPH Asia exhibition to each coordinating government agency. The ATF2008 passes will allow the holders entry into the ATF exhibition and related conferences, as well as the Media Financing Forum held on 9

Dec '08. The SIGGRAPH Asia passes will allow holders entry into the SIGGRAPH Asia exhibition.

### **REGISTRATION**

We would appreciate if each country coordinator can complete the registration form attach in Annex 4 and submit to **mda\_cir\_staff2@mda.gov.sg** by **13 November 2008**.

Should you require any assistance with hotel reservations, we will be happy to facilitate recommendations for delegates to enjoy preferential hotel rates in Singapore. My colleague, Ms Adriana Lee (email: [adriana\\_lee@mda.gov.sg](mailto:adriana_lee@mda.gov.sg) , or tel: +65 818 33 951) will be happy to assist you should you require any assistance or have any queries on the events.

We look forward to see you in Singapore in December 2008!

Best Regards.

Yours sincerely,



Christopher Chia (Dr)  
Chief Executive Officer



## **ASEAN-China Meeting on Media Collaborations PROGRAMME**

[as at 3 Sep'08]

*Closed Door event for official government representatives from ASEAN countries and China, and their nominated industry representatives*

**11 December 2008, Thursday**

**9.10am – 2.00pm**

**Suntec Singapore International Convention & Exhibition Centre**

<b>9.10am</b>	Arrival & Registration of China & ASEAN Government representatives, & their nominated industry representatives
<b>9.20am</b>	Opening Speeches by Media Development Authority of Singapore and China representatives
<b>9.30am</b>	Country presentations
<b>10.20am</b>	TEA BREAK
<b>10.50am</b>	Country presentations <i>[continued]</i>
<b>11.50pm</b>	Discussion
<b>12.30pm</b>	Networking Lunch
<b>2.00pm</b>	End of Event

**Proposed Overall Programme for  
China & ASEAN Delegates  
9 – 11 December 2008**

*[as at 3 Sep'08]*

Date & Time	Event
<b>9 Dec'08 (Tue)</b>	
Morning / Afternoon	<b>Arrival in Singapore</b>
6.30pm	<b>China Film Festival Opening at Vivo City Golden Village</b>  <i>Co-organised by Film Bureau SARFT and Media Development Authority Singapore</i>
10.00pm	End of day's programme
<b>10 Dec'08 (Wed)</b>	
10.00am	<b>Opening Ceremony of Asia Television Forum</b>  <i>Organised by Reed Exhibitions</i>
11.30am	<b>Asia Media Festival 2008 Country Showcase</b> <i>[Detailed programme provided on page 5]</i>  <i>Hosted by Media Development Authority Singapore</i>
6.00pm	End of day's programme
<b>11 Dec'08 (Thu)</b>	
9.10am	<b>China-ASEAN Meeting on Media Collaborations [closed door]</b> <i>[Detailed programme provided on page 6]</i>
2.30pm	<i>[Optional]</i> <b>Visit to Asia Television Forum (ATF) 2008 [Media Market - ATF Market, Media Financing Forum/Lounge and ATF conferences]</b>
<b>12 Dec'08 (Fri)</b>	
Morning	<i>[Optional]</i> <b>Visit to SIGGRAPH Asia 2008 [Asia's biggest Computer graphics and Interactive Techniques Exhibition ]</b>
	Departure from Singapore

## Asia Media Festival 2008 Country Showcase

### PROGRAMME

[as at 3 Sep'08]

**10 December 2008, Wednesday**

**11.30am – 6.00pm**

**Suntec Singapore International Convention & Exhibition Centre  
Seminar Room 325**

		Presenter
11.30 am	Registration (outside Room 325)	
12.00 pm	Buffet Lunch – Stand up	
<b>Creating Content for Multi-Platform : Challenges &amp; Opportunities</b>		
1.20 pm	Presentation on New Media Landscape	<i>Singapore Media Academy &lt;tbc&gt;</i>
1.45 pm	Sharing of China's experience in broadcasting the Olympics	<i>CCTV (PR China) &lt;tbc&gt;</i>
2.10 pm	Sharing of Japan's experience in Creating Content for Multi-Platform	<i>&lt;tbc&gt;</i>
2.35 pm	Q & A	
2.45 pm	Tea Break	
<b>International Co-Productions : Opportunities &amp; Incentives</b>		
3.30pm	Media Development Authority of Singapore	
4.00pm	China SARFT <tbc>	
4.30pm	Screen Australia <tbc>	
5.00pm	Cine Regio (a network of 33 regional film funds in Europe)<tbc>	
5.30pm	Industry Networking	
6.00pm	End of Event	

## OPENING OF THE CHINA FILM FESTIVAL

**9 December 2008 (Tuesday), 6.30pm – 10.00pm**  
Golden Village Cinema, Vivocity

*Co-Organised by*

*Film Bureau under the China State Administration for Radio, Film and Television*

*Media Development Authority Singapore*

The China State Administration for Radio, Film and Television and the Media Development Authority of Singapore will co-organize the China Film Festival in Singapore in December 2008. Chinese and ASEAN delegates to the ASEAN-China Meeting on Media Collaborations are invited to attend the Opening Film and Reception on 9 December 2008 at Golden Village Cinema Vivocity, 6.30pm.



**Country**

## ASIA MEDIA FESTIVAL (AMF) 2008 COUNTRY SHOWCASE

**10 December 2008 (Wednesday), 11.30am – 6pm**  
Suntec International Convention Centre, Room 325

*Hosted by Media Development Authority Singapore*

In conjunction with the Asia Television Forum, MDA will organize the "Asia Media Festival (AMF) 2008 Country Showcase" in Singapore Suntec International Convention Centre on 10 December 2008 (Wednesday). The Asia Television Forum attracts a bustling crowd of more than 5000 trade participants from more than 50 countries and the Media Development Authority will organize the AMF2008 Country Showcase to facilitate partnerships between the key visiting media industry delegations. Approximately 150 attendees comprising of media content producers, policy makers and regulators are expected to attend the Country Showcase.

The AMF2008 Country Showcase is the ideal international platform for government and industry representatives from visiting delegations to network and share information towards facilitating international co-productions among the participants, and also to identify co-production projects. The showcase will also serve as an important industry networking opportunity for Asian and European producers, financiers and distributors to seek partners for collaborations. Similar to last year's event, we expect a strong turn-out for this event, including government and industry participants from Australia, Italy, France, Germany, Canada, New Zealand, China, Japan, Korea and ASEAN countries.



The "Asia Media Festival 2008 Country Showcase" will have 2 sessions: **"Creating Content for Multi-Platform: Challenges & Opportunities"** and **"International Co-Productions: Opportunities & Incentives"**. The first session will feature speakers who will share their insights on the opportunities and challenges for creating media content for delivery on multiple platforms. The second session will feature speakers from selected government agencies who will share details on the schemes and incentives available in their countries to support international co-productions.



**ASIA TELEVISION FORUM (ATF) 2008**  
**10-12 December 2008**  
**Suntec International Convention Center**

*(\*open only to ATF pass holders)*

[www.asiatvforum.com](http://www.asiatvforum.com)

Chinese and ASEAN industry participants are welcome to register as exhibitors and/ or participants to visit the ATF Trade Market. **Asia Television Forum** is Asia's leading television market, where international content sellers meet with Asian buyers and partners to sell, buy and network. It is a dedicated event for everyone involved in the creation, production and distribution of content across all traditional and digital television platforms. In its ninth edition this year, ATF will be held from 10 – 12 Dec 2008 at Suntec Singapore International Convention and Exhibition Centre.

Last year, the ATF market attracted about 5,300 participants from 50 countries and achieved US\$76.7 million transactions in sales. This year, the ATF market will be held at the Suntec City Convention Centre and promises to be an exciting opportunity for media professionals to showcase and buy content, raise financing and find partners for projects and distribution deals.

ATF pass holders (which needs to be purchased) have access to the ATF Market, Media Financing Forum/Lounge and ATF conferences. For more information, log on to [www.asiatvforum.com](http://www.asiatvforum.com).



**SIGGRAPHASIA2008**  
 NEW HORIZONS

**SIGGRAPH ASIA 2008 EXHIBITION**  
**11 – 13 December 2008**  
**Suntec International Convention Center**

*(\*open to SIGGRAPH Asia pass holders)*

The first SIGGRAPH Asia 2008 Exhibition will be held in Singapore from 11-13 December 2008. It is the industry's largest Asian exhibition devoted exclusively to computer graphics and interactive techniques and a display of products and services for creative achievement. Our Chinese and ASEAN government colleagues and industry players can try the latest systems and understand more on the latest technology available by talking to the people who developed them.



**ANNEX 4**

**ASEAN-China Meeting on Media Collaborations  
Registration Form**

Please submit the registration form by **13 Nov 2008** to:

Attn : Nurulain / Adriana Lee  
Media Development Authority  
Tel : +65 818 33 951  
Fax : +65 6577 3888  
E-mail : mda\_cir\_staff2@mda.gov.sg

Country :		
Full name as appeared in passport (Please underline family name.) (Mr. / Ms. / Mrs.)		
Designation :	Organization/ Company :	
Address :		
Tel :	Fax :	E-mail :
Special Dietary Requirements (if any): Halal / Vegetarian / Others (pls specify)		
<input type="checkbox"/> Head of Delegation	<input type="checkbox"/> Delegate	<input type="checkbox"/> Observer
<b>Participation:</b> I will attend the following (please tick where applicable)		
<input type="checkbox"/> <b>ASEAN-China Meeting on Media Collaborations</b> 11 December 2008, Thursday	<input type="checkbox"/> <b>ASIA TELEVISION FORUM 2008 Exhibition</b> 10-12 December 2008	
<input type="checkbox"/> <b>Opening Of The China Film Festival</b> 9 December 2008, Tuesday	<input type="checkbox"/> <b>SIGGRAPH ASIA 2008 EXHIBITION</b> 11 – 13 December 2008	
<input type="checkbox"/> <b>Asia Media Festival 2008 Country Showcase</b> 10 December 2008, Wednesday		