



CHINESE FILM DELEGATION VISIT NEW ZEALAND TO EXPLORE BUSINESS OPPORTUNITIES

At the invitation of Sir Richard Taylor’s children’s entertainment company, Pukeko Pictures, a delegation of nine senior executives from China’s Guandong Zhujiang Film and Media Corporation, SASA Cinema, Guangzhou Exchange Services Group, Asian Road Club and Grand Entertainment are visiting New Zealand this week.

Earlier this year, Pukeko Pictures announced an agreement with parties in China to explore developing a film based on the company’s internationally successful children’s television show *The WotWots*. As part of this initiative, the delegation will comprise the key financiers, distributors and co-production partners involved with the project.

While in New Zealand, the delegation has expressed a desire to explore as many opportunities as possible, forge closer ties with New Zealand businesses and meet with New Zealand authorities to hear how the screen sector is supported locally and nationally. The delegation will be co-hosted by the New Zealand Film Commission, Film New Zealand, Grow Wellington, Pukeko Pictures, Film Auckland and Film Otago Southland.

A Film Co-Production Agreement was signed between New Zealand's Ministry for Culture and Heritage and China's Administration for Radio, Film and Television in July 2010. The Agreement will enable approved joint film projects to gain official co-production status. This status gives co-production film makers access to funding and incentives in line with those available for national films in each country. At the time of signing the Agreement, Prime Minister John Key said “The China film market offers considerable potential and there are significant benefits in being an early mover here.

This agreement will offer greater certainty to investors looking to fund New Zealand-China film co-productions.”

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