

Global Creative Industries Programme, SMLC, HKU

Call for Papers

**Workshop on**

## **Film Production in the Greater China Region**

26 - 27 March, 2013

The University of Hong Kong, Hong Kong SAR

The Global Creative Industries Programme of the School of Modern Languages and Cultures at The University of Hong Kong is calling papers for the “Workshop on Film Production in the Greater China Region”.

Benefiting from the rise of local consumer markets, Asia’s film industries are expanding at a remarkable pace and attracting the influx of foreign investment. The Asian cinema has long been subject to the influence of the three key Chinese-language film industries in China, Hong Kong and Taiwan. With the unprecedented degree of interaction among China, Hong Kong and Taiwan’s film industries in recent years, a new structure of Greater Chinese-language film industries is emerging. This structure indicates the growth of a coordination platform which is likely to become a core driving force of the Asian cinema.

This workshop provides a platform to access key issues related to film production in the Greater China region such as funding, business model, production, coordination and branding and marketing which characterize the development of the Greater Chinese-language film industries. The workshop aims to bring together scholars and practitioners in the field to discuss major challenges and opportunities facing the film industries in Greater China in the world market.

### **Publication opportunity**

We intend that the papers will result in an edited volume to be published in English. Thus it is a condition of all conference attendees that they attend all sessions and agree to submit their paper as a chapter in a forthcoming volume.

## **Details of Paper Submission**

If you are interested in submitting a paper, please send your abstract to Dr. Dixon Wong (hwwongc@hku.hk) and Ms. Karin Chau (karinclf@hku.hk) of the GCI programme by **31 January 2013**. The abstract should be around 200 to 300 words and written in English. After we receive your abstract, we will review it and notify you the result of paper acceptance by **8 February 2013**. Confirmed invitees have to submit their full paper written in English by **17 March 2013**.

For workshop participants outside Hong Kong whose abstracts have been accepted and who have submitted the full paper by **17 March 2013**, subsidy for transportation and 2 nights' accommodation will be provided and paid for by The University of Hong Kong.

If you have any questions about the paper submission, accommodation and transportation arrangement, please contact Dr. Dixon Wong (hwwongc@hku.hk) or Ms. Karin Chau (karinclf@hku.hk).