

Workshop on Film Production in the Greater China Region

A conference organized by
Global Creative Industries Programme
School of Modern Languages and Cultures
The University of Hong Kong

Date: March 26 – 27, 2013

Venue: B0758, Run Run Shaw Tower, Centennial Campus, The University of Hong Kong

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Programme

Day 1 -- March 26, 2013 (Tuesday)

Venue: B0758, Run Run Shaw Tower, Centennial Campus, The University of Hong Kong

17:30 – 18:30 Keynote Speech
Prof. Ding Yaping, Chinese National Academy of Arts
Dr. Dixon Heung-wah Wong, The University of Hong Kong

18:30 – 19:30 Dinner Break

Session 1: Chinese Films in the Overseas Market

Chairperson: Brian Moeran

19:30 – 20:20 “Self-imposed and Structural Constraints Limiting the Success of
Chinese Films Overseas”
论中国电影为何难以在海外市场取得成功——对自加与结构上的限制进行探讨
Stanley Rosen

20:20 – 21:10 “Review of the international circulation of Chinese films and their
overseas market strategy in 2012”
论 2012 年中国电影的國際傳播與海外市場競爭策略
Ding Yaping

Day 2 -- March 27, 2013 (Wednesday)

Venue: B0758, Run Run Shaw Tower, Centennial Campus, The University of Hong Kong

Session 2: Integration of the Greater China Film Market

Chairperson: Ding Yaping

- 09:30 – 10:20 “The Merging Trend and Differentiated Development of Chinese Film”
华语电影融合趋势与差异性追求
Zhou Xing
- 10:20 – 11:10 “Chinese Language Cinema in the Greater China Region: Integration of
Fund and Culture in Film Production”
大中华地区的“后华语电影”：资本生产与文化的融合创新
Chen Xuguang
- 11:10 – 12:00 “The Battle for Multiple Screens: What Does It Mean for the “Greater
China Integration”?”
Sun Shaoyi
- 12:00 – 13:00 Lunch Break

Session 3: The Trend of Coproduction

Chairperson: Zhou Xing

- 13:00 – 13:50 “The Co-productions' Extending and Expanding in Greater China
Region in the perspective of the Cultural Integration”
深度合作與適度融合——管窺大中華地區影片生產之現狀
Zhang Binning
- 13:50– 14:40 “From the Cold War Leftist Cinema to Wong Kar Wai’s The Grand
Master: A Brief Review of the Path of Chinese/Hong Kong
Coproductions”
Ain-ling Wong
- 14:40 – 15:30 “The Trend of Taiwan Films Co-Production and Assistance Produce
Film”
論 2012 年台灣電影的合製與協拍新趨勢
Chi-ku Yeh
- 15:30 – 15:50 Coffee Break

Session 4: Multiple Facets of Chinese Films

Chairperson: Chen Xuguang

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| 15:50 – 16:40 | “An Overview of Hong Kong's Film Policy: Before and After 1997”
Pang Laikwan |
| 16:40 – 17:30 | “Admiring Flowers in Fog: On the Cultural Imagination of Chinese-language Cinema”
雾里看花
Gao Xiaojian |
| 17:30 – 18:20 | “A Study on a historical aspect of interrelationship between Korea and Hong Kong”
韩中两国电影交流的历史面貌——以 20 世纪 60 年代以来香港电影的流入为中心
Lim Dae Geun |
| 18:50 – 20:50 | Dinner
Roundtable Discussion: Publication and other issues |

End of the Conference