



Ontario's Digital Entertainment Mission to China

March 21 – April 01, 2009

Hong Kong, Shenzhen, Hangzhou, Shanghai

MISSION OVERVIEW

The mission will exhibit in the Canadian pavilion at the Hong Kong Filmart 2009 (or as an option, walk the show), attend DELF in Hong Kong (Appendix 1), and continue the trip to three cities in mainland China (Appendix 2).

In each city visited, delegates will participate in business networking events and pre-arranged meetings with key players in the digital entertainment sector, as:

Main Activities

	Mar.22-26 Hong Kong	26-28 Shenzhen	29-31 Hangzhou	31 -Apr.1 Shanghai
Trade Show	✓			
Briefing	✓	✓		✓
Seminar		✓	✓	✓
Reception			✓	✓
1:1 meeting		✓	✓	✓
Site visit	✓	✓	✓	✓

Relationship building is particularly important in Chinese markets and whether this is your first visit to the region or a follow-up visit, the investment in meeting locally with prospective partners and customers will prove well worth the effort.

PARTICIPATION FEE AND OPTIONS

Option A \$1,400

Participate in the whole mission

Option B \$750

Participate in Hong Kong activities only

Option C: \$650

Participate in all activities except exhibiting in the Canadian pavilion at Hong Kong Filmart 2009

POSSIBLE FUNDING

Export Market Access (EMA) is operated by Ontario Chamber of Commerce to assist SMEs (with 5 or more employees and annual sales of \$500,000 or more) to access and expand their growth in new foreign markets. Companies may qualify for a grant (up to \$30,000) covering up to 50% of eligible costs incurred to develop export sales. Please visit: www.exportaccess.ca

Export Development Canada (EDC) offers Export Express Credit to companies in the form of unsecured loans of up to \$50,000 with flexible repayment terms of up to two years that covers travel costs. Please visit: http://www.edc.ca/english/financing_export_express_credit.htm

WHO SHOULD PARTICIPATE

Product/service providers to the Media & Entertainment industry: Gaming, Animation, Visual Effects, Software, Digital Compression Technologies, Internet Applications, Interactive Television, Broadcasting Equipment and Technology etc.

MARKET OVERVIEW

China's entertainment and media industry is expected to see a 25.2% compound annual growth rate to the end of 2009, and to surpass Japan as Asia's leading entertainment/media powerhouse in 18 months. (Source: PricewaterhouseCoopers)

Online gaming is the growth sector in China. The online gaming market is currently valued at approximately \$1 billion (representing a year-on-year increase of 73.5%) and is expected to surpass \$3.06 billion by 2010. Between now and 2010, the expected compound annual growth rate for online gaming revenue is 30.2%. Online gaming penetration among internet users already stands at 23%, representing close to 40 million gamers. By 2010, that number is expected to hit 84 million users. The online gaming market is being driven by the growth in MMORPG and casual games.

Hong Kong In 2005, there are presently more than 200 digital entertainment companies in Hong Kong. Of these, about 44% are engaged in computer animation, 43% in entertainment software, and 19% in digital effects.

Shenzhen South China is among the top 3 clusters in China for the gaming and animation industry, with the Shenzhen and Guangzhou governments announcing large investments in this sector over the next few years.

Hangzhou and Shanghai The Yangtze Delta is the strongest cluster for digital gaming and animation in China. Eleven out of the identified twenty national animation industry bases are located in the region. Five of the top ten online gaming operators are based in Shanghai.

CONTACT INFORMATION

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APPENDIX 1 Entertainment Expo Hong Kong 2009

<http://www.eexpohk.com/>



Since the inaugural launch of Entertainment Expo Hong Kong in 2005, leading players in Asia's entertainment industry have converged in Hong Kong every March. Entertainment Expo Hong Kong brings together key events in Hong Kong's entertainment calendar for film, TV, digital entertainment, music and other elements. The Expo provides a strong platform of spectacular events for business deals, recognition of industry excellence and entertainment.

There are several events under the Entertainment Expo's frame. Among which, Ontario delegates would participate the following two:

Hong Kong FILMART 2009 (March 23-26, 2009) <http://www.hkfilmart.com/filmart/index.htm>

FILMART is considered to be the most important entertainment event in Asia and each year attracts thousands professionals from the global entertainment industry. After 12 years, it has evolved into a cross-media, cross-industry international entertainment trade platform which excels in promoting cooperation in areas of film financing, distribution, production, postproduction, TV, digital entertainment, film & broadcasting equipment and shooting locations.

For exhibitor list in Digital Entertainment session, please click: <http://www.hkde.org/Company%20directory/default.aspx>

For the second year, Telefilm Canada will organize a Canadian Pavilion in the show and up to 24 companies have the opportunities to join the pavilion and organized by Telefilm Canada.

Please visit <http://www.telefilm.gc.ca/05/519/appel.asp?lang=en&idappel=136> for information about Canada pavilion and services provided by Telefilm Canada at Hong Kong Filmart 2009.

Digital Entertainment Leadership Forum (DELF) (March 24, 2009) <http://delf.cyberport.hk>

The Digital Entertainment Leadership Forum (DELF) is held at the Hong Kong Cyberport Broadway Easy Cinema. Serving as a renowned international event linking up digital creativity with the global digital content industry, DELF offers industry professionals a great opportunity to exchange ideas, forge collaboration and work together.

Canadian/Ontario experts in digital entertainment could be invited as speakers at the DELF or present in the seminar co-organized with Hong Kong Cyberport. Canadian Trade commissioners will coordinate such activities and provide further detail later. Mission members will attend this forum.

APPENDIX 2 Mission Itinerary

Day 1	March 21 (Sat)	Toronto, Flight
9:40	Depart from Toronto to Hong Kong via AC015	
Day 2	March 22 (Sun)	Hong Kong
13:20	Arrive at Hong Kong International Airport	
PM	Hotel Check in	
Day 3-6	March 23 (Mon)- March 26 (Thu)	Hong Kong, Shenzhen
	FILMART Trade Exhibition, Digital Entertainment Leadership Forum	
	Travel to Shenzhen	
Day 7	March 27 (Fri)	Shenzhen
AM	Seminar and One-on-one Meetings	
PM	Site Visit	
Day 8-9	March 28 (Sat)- March 29 (Sun)	Shenzhen, Hangzhou
	Weekend, travel to Hangzhou	
Day 10	March 30 (Mon)	Hangzhou
AM	Seminar/Luncheon/One-on-one Meetings	
PM	Site Visit	
Day 11	March 31 (Tue)	Hangzhou, Shanghai
AM	Travel to Shanghai	
PM	Site Visit	
Day 12	April 01 (Wed)	Shanghai, Flight, Toronto
AM	Shanghai Briefing Breakfast	
	Shanghai Seminar/Luncheon/One-on-one Meetings	
17:10	Depart from Shanghai to Toronto via AC088	
18:55	Arrive at Toronto Pearson International Airport	
	Option: delegates could depart on April 02 (Thursday) to Toronto via Vancouver	