Making some creative deals in China

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Heritage Minister Mélanie Joly along with trade delegates from Canada’s creative industries recently returned from China after signing $125 million in deals.  
The minister was accompanied by representatives from nearly 60 Canadian companies covering creative industry sectors such as music, film, television, visual effects, animation, gaming, museums, publishing and the performing arts.  
In Shanghai and Beijing, close to 300 meetings were organized between Canadian delegates and Chinese business partners to explore opportunities to grow their markets.  
“We are focused on what matters to Canadians — jobs, growth and long-term prosperity,” Joly said. “The agreements signed between Canadian and Chinese companies will help grow both our economies.”  
Deals that were finalized during the trip include an agreement between Kids Can Press/Corus Entertainment and MAMA+ Inc designed to build a love of reading and English-language literacy in Chinese children up to 14 years of age.  
Rare Earth Media Inc and Ray Production (Beijing Ltd) signed a China-Canada co-production agreement for a feature film about Dr Norman Bethune, a well-known Canadian in China.  
Several collaboration agreements also were signed that are expected to result in more investment and jobs for Canadians.  
The Ontario Science Centre and the Shanghai Science & Technology Museum signed a memorandum of understanding to promote cooperation in science, technology, research, engineering, arts and math (STREAM) and innovation.  
Responding to the concerns, the minister said she and dozens of Canadian cultural organizations in China have been given assurances on protection of intellectual property should they enter the Chinese market.  
According to the minister, China is more willing to have foreign investment, specifically in video games and performing arts, and Canada needs to keep pushing to help businesses “seize a piece” of the Chinese market.

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