







actually increases employment opportunity for Hollywood. QMM is a massive project. There is substantial hardware but China lacks management skills and technical talents which we consider “Software”. So they are recruiting technology experts and operation managers globally especially from Hollywood. For technical talent who don’t find their way in Hollywood can find ways to make a better living in QMM. Wanda and Qingdao government offer very generous incentives that will lead to cost savings for Hollywood and higher profits. QMM is an opportunity, not a competitor.<sup>v</sup>

Financial woes, haven’t stopped **Le Vision head Zhang Zhao**, a one time philosophy major who runs a major Chinese entertainment company from demanding Hollywood’s respect. He says that when he went to the U.S 20 years ago and worked as a delivery boy, learned English, he questions as to why Hollywood people who come to China can’t speak in Chinese. Hollywood for him should treat both like an equal partner and not just a market.

## 8. Chinawood on Bollywood

Looking back into the History, both India and China have had strong cultural ties for ages. Despite the major political differences China and India share a great deal of shared culture DNA between them. Both Bollywood and Chinese film industry have been preoccupied with the west rather than east. China has been making its global impact on Hollywood. In 2013, India and China decided to strengthen bilateral cooperation in film and broadcasting sector and China was the principal guest country at the India International Film Festival which was held in Goa in November. In 2014 agreement, India-China planned to improve market for Indian movies and vice versa. Delhi and Beijing announced 3 movies through co-production which paves way for greater cultural exchange. The idea is to dilute rather than crude the Chinese stereotypical characters in Indian films. “**Lost in India**” movie is set to boost to tourism in India by the Chinese just like it boosted the tourism in Thailand after “**Lost in Thailand**” was released.

## 9. Belt and Road initiative and Film Industry

Recently the Qingdao movie studio joined the Belt and Road initiative (BRI). BRI is a natural export market for China growing film industry.<sup>vi</sup> The 2017 Beijing International Film festival screened 13 films from BRI countries including Poland, Iran and Philippines. China National Film Museum will work with other BRI countries to hold annual film events including awards, screening and exhibitions. This initiative has boosted China’s film industry and will drive its next boon. Korgos port, a Central station for Silk Road is home to over 600 film companies, many of which are owned by major Chinese film franchises and directors. The city epitomizes the development of film industry along BRI. Chinese actress XuDabao even wore a dress designed like a Chinese flag at Cannes film festival to show support for the initiative.<sup>vii</sup> China’s Shinework media has an entire BRI slate of productions planned with producers from countries along the route. China is finishing filming on composer Xian Xinghai, the 1<sup>st</sup> co-production between China and Kazakhstan. The movie is about the composer who worked in Kazakhstan as a sign of the countries history of trade and co-operation. The film was inspired by a speech delivered by Xi Jinping. China wants to establish people to people bond through film festivals and film production. China wants to light up Silk road themes. Communication between these countries in terms of films has just begun. But once the hardware is ready, the cultural impact will follow. The silk road online film festival helps independent film makers to raise their visibility through the web for a limited time during the online festival. Silk road on demand platform can supports and promotes BRI in collaboration with Silk road International film festival.<sup>viii</sup> Shanghai film festival received the application of nearly 2,500 films from 106 countries including 1,100 films submitted by film makers and institutions from 50 countries and regions along BRI. Many films made by Malaysia, Philippines, Afghanistan, Serbia, Romania are incorporated into BRI special presentations.<sup>ix</sup> The 2017 Beijing film festival made a special presentation on BRI theme where documentaries featuring large will animals, tiny kingdoms made the debut. According to a Peking University professor, the BRI will spark the next boom in the Chinese film industry. <sup>x</sup>

