

## **Malaysian, Chinese Film Companies Ink Agreement On Strategic Partnership**

**Bernama**

**April 18, 2015**

**By Niam Seet Wei**

BEIJING, April 18 (Bernama) -- A Malaysian and two Chinese companies inked co-production agreements on Friday, to establish long-term strategic partnership in the film industry.

The China-Malaysia Film Industry Strategic Alliance agreements were signed between Malaysian media entertainment company Prodigee Media Sdn Bhd and two Chinese companies, namely Burson Co Ltd and Stellar Media Group.

The signing ceremony will signal a long-term strategic cross-border collaboration which will involve film financing, commercialisation, content and personnel training.

The agreements were signed between Prodigee Media chief executive officer (CEO) Lee Hua Ling and board chairman of China's Burson Co Ltd, Huang Lei, as well as general manager of Stellar Media Group, Peng Shuo.

The signing ceremony was witnessed by National Film Development Corporation Malaysia (FINAS) director-general Datuk Kamil Othman and Prodigee Media Group CEO, Fred Chong on the sidelines of the 5th Beijing International Film Festival which is being held from April 17 to 20.

Kamil views Beijing as an important centre for film and culture activities and hence, has utilised Prodigee Media as FINAS' first presence in China.

"Prodigee Media will be FINAS' base in China to facilitate Chinese film makers to collect information on Malaysia's film production services and supports, including information on the 30 per cent cash rebate application for those interested in shooting in Malaysia.

"The majority of them would need more information on how to shoot, how to produce and where the locations are suitable for their shooting," said Chong, adding Prodigee Media would provide right and direct contact to Chinese film makers interested in shooting in Malaysia.

Kamil said apart from Beijing - the first time FINAS made its presence in China - the film agency also made its presence in other markets such as Los Angeles, London, Paris, and Doha.

Meanwhile, he met officers of China's State Administration of Radio, Film and Television to obtain better understanding on their archives system.

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