



# DOCROADS CHINA FORUM

An International Path for Chinese Documentaries

**14-16 March 2014**

Chengdu China

Joint venture partnership of



China Film Assist

金菲林



In association with



# Targets

## **Leading an international path for Chinese Documentaries**

This joint venture training oriented international forum is a unique new training initiative. Within 2+1+1 intensive days, the participants will experience the theory and get to know what the international market wants, how to tell stories, where to find the international partners, how to represent your concept with the best format and how to protect yourself.

This forum is a project-driven creative documentary workshop and training initiative, designed for international documentary professionals. It is divided into three parts: (i) a 2-day- workshop focusing on how to take an international path for Chinese documentaries. The international tutors will select 3 concepts/pitches from the participants, and a free consultation will be provided to each selected ones; (ii) at a 1-day forum, where China Film Assist and its “No 1 Producer” arrange over 100 attendees including Chinese producers, commissioning editors, investors and sponsors on the subject of “Commercializing the Chinese Documentary Market” (free participation for workshop participants), (iii) free participation at Asian Side of the Doc event on March 17<sup>th</sup> : a master class on trans-media storytelling and attending National Chinese pitches.

# PLAN

**Name :** "Doc Roads China" 2 + 1 + 1 Forum

**Time :** Training – 14 & 15 March 2014

Forum – 16 March 2014

Workshop / pitches of Asian Side of the Doc – 17 March 2014

**Venue:** Chengdu China

**Topic:** "An international Path for Chinese Documentaries" (Training)

"Commercializing Chinese Documentaries" (Forum)

"Trans-media workshop and national Chinese pitches at Asian Side of the Doc" (ASD)

**Co-organized by :** China Film Assist (China) & DOC ROADS Europe (Europe)

**In collaboration with:** No 1 Producer (China) & Asian Side of the Doc

**In partnership with:** Sunny Side of the Doc

Chinese Documentary Film Commission

Shandong TV International, TSTV, SCTV, SXTVS

Ginger Foot Films (Germany), CM Film Productions (Australia)

# 2+1+1 Training and Forum Arrangements

## The First Day Training, March 14<sup>th</sup>

08:00 – 09:00 am	Registration
09:00 – 09:15 am	Opening
09:15 – 10:45 am	<b>Financing films as independent producer (Jensen)</b>
10:45 – 11:00 am	Q&A
11:00 – 11:15 am	Coffee Break
11:15 – 12:45 am	<b>Successful subjects and formats (Jensen)</b>
12:45 – 01:00 pm	Q&A
01:00 – 02:00 pm	Lunch Break
02:00 – 03:30 pm	<b>Storytelling - Aspects &amp; Importance I (Kalomenopoulos)</b>
03:30 – 03:45 pm	Q&A
03:45 – 04:00 pm	Coffee Break
04:00 – 05:30 pm	<b>Storytelling - Aspects &amp; Importance II (Kalomenopoulos)</b>
05:30 – 05:45 pm	Q&A
05:45 – 06:30 pm	Pitch submission (Only 3 will be selected)

## **The Second Day Training, March 15<sup>th</sup>**

09:00 – 09:15 am	Announce proposals
09:15 – 10:45 am	<b>Legal aspects of int. Co-production (Heyne)</b>
10:45 – 11:00 am	Q&A
11:00 – 11:15 am	Coffee Break
11:15 – 12:45 pm	<b>The Art of Pitching (Jensen)</b>
12:45 – 01:00 pm	Q&A
01:00 – 02:00 pm	Lunch Break
02:00 – 02:45 pm	<b>Free open consultation for Pitch 1</b>
02:45 – 03:30 pm	<b>Free open consultation for Pitch 2</b>
03:30 – 04:15 pm	<b>Free open consultation for Pitch 3</b>
04:15 – 04:30 pm	Coffee Break
04:30 – 05:30 pm	<b>China Film Assist Co-production signing ceremony</b> (5 documentaries & 2 Feature Film co-productions)

The Third Day Forum, March 16th **“Commercializing Chinese Documentaries”**

**Panel 1: Theatrical Documentaries: a substantial commercial endeavour?**

Moderator: Geng Ling

Chinese Panelists: TBA

International panelists : Bjoern Jensen (Germany)

**Panel 2: Developing Chinese Documentaries: Cultural, Individual and Historical Perspectives**

Moderator: Song Gao

Chinese Panelists: Fucheng Yunwen

International panelists: Jennifer Schwerin (America)

**Panel 3: Implementing Strategies of commercializing Chinese documentary films**

Moderator: Guanghao Zhu

Chinese Panelists: TBA

International panelists: Carmelo Musca (Australia),  
George Kalomenopoulos (Greece)

**Panel 4: Finding International Partners & Getting the most out of ASD**

Moderator: Yan Zhao

Chinese Panelists: Jie Zhao

International Panelists: Yves Jeanneau (France), Bjoern Jensen (Germany)

*Cocktail Party*

**The Forth Day: Free attending master class / pitches at Asian Side of the Doc, March 17<sup>th</sup>**

09:00 – 12:30 am

Master class on new media - Digital storytelling and its applications for the documentary genre. (Produced by Michel Reilhac)

12:30 – 14:00 am

Lunch

14:00 – 14:30 am

Presentation of Docroads 14 day training program

14:30 – 17:00 am

National Chinese Pitching Forum at Asian Side of the Docs  
(This will be an opportunity for 10 selected Chinese producers trained to pitch local documentary projects to an audience of international commissioning editors around the globe. 2 Selected producers will go on to pitch their projects at Asian Side of the Doc.)

# George Kalomenopoulos

Founder of 2K Films ,works as producer, executive producer and/or line producer in the production of numerous features, documentaries and TVC in many international co-productions, amongst them award winning.

He has collaborated with several international partners, among them ARTE, ERT, ZDF, TVNZ, Moovie the art of Entertainment GmbH, UFA, Solferino Images/Quartier Latin Media, Taglicht Media, Telefilm Saar, WDR, Pantaleon Films and EBU.

He has also attended several conferences, amongst others as a participant at the Annual Meetings of the EBU Fiction Executives in Venice and Lucerne.

Since December of 2008 he is a member of the European Expert's Delegation at the International Producer's Day held within the GZDOC in Guangzhou, China and he is certified by EACEA for the Media Program of the European Union as a Media Expert since 2009 .Since 2012 he is an expert/evaluator for the European Commission Programs Europe Culture and Europe for Citizens.

He has recently co-produced with ICTV Solferino/Paris THE OLIVE ROUTE, a five episodes series for ZDF/ARTE and co-produced in association with Taglicht Media/ Koeln GREEK ISLANDS, a five episodes series for ARTE.

He initiated, organized and directed DOCROADS, a project driven training initiative for creative documentary consisting of a seminars and workshop. DOCROADS was successfully held for the first time in Guangzhou within GZDOC 2013 and was enthusiastically adapted by all CCTV and GDTV participants.



# Björn Jensen

Bjoern has been nominated as the jury member for German Ministry of Culture by Angela Merkel. He has worked as supervising producer and consultant on dozens of documentary and feature films, many of them award winning. Credits include “Quiet Days in Hollywood” with Hilary Swank, “Montreal Symphony” (winner best Canadian documentary at FIFA), “Under the Ice” (winner best documentary at Kuala Lumpur Festival), “The Big Day” with Martina Gedeck (winner best TV feature Bavarian TV Award) and many more. He holds a Masters Degree in German and English Literature (MA) and a Master of Business Administration (MBA). In 2007, he founded Ginger Foot Films, which produces and distributes films and offers consulting services in the areas of development, financing, production and distribution. He teaches at film schools in Europe and Asia and holds international workshops in production, financing and pitching. Bjoern Jensen is country consultant for 5 Asian countries for the Sunny Side of The Doc, advisory member of the Munich International Documentary Film Festival, the evaluation committee of Bild-Kunst, the German Cultural Committee and a member of the Board of Directors of the German Documentary Association (AG DOK). For German Documentaries he organizes the participation of German documentary producers at international markets and festivals and heads the German delegation for 5th Asian Side of the Doc.

# Hans-Stefan Heyne

Hans-Stefan Heyne worked as a Unit Manager at NDR Public Television in Hamburg/Germany, he became a part of Germany's biggest Public Broadcaster ARD/Channel One, he was a Production Manager at NDR Public Television in Hamburg and a Production Manager/Executive Producer at Studio Hamburg's production unit, where he was responsible for production budgets, cost-breakdowns and contracting. He was a Legal Consultant and Head of International Co-Productions and Acquisitions until 2011 at NDR International, later to become Studio Hamburg Distribution & Marketing ("SHDM"). The company was responsible for the combining of any and all commercial activities of NDR, such as program acquisitions, international co-productions, program sales, worldwide Co-Production, and Licensing.

In 2012 he started his own company "International Media Consult & Business Services", focusing on documentaries financing and co-financing, setting up international co-productions, acquisitions and sales contracts, all kinds of legal aspects and rights management.



China Film Assist

金菲林

DOCRoads

a european chinese training initiative & documentary workshop

Sunny Side

of the Doc

Asian Side

of the Doc

第一制片人  
Filmmaker

CM Film Productions



四川电视台



国际频道

