

## PROGRAMME

(as at 20 November 2009)

| Time  |  |
|---|--|
| 12.00pm   | Registration<br>Networking Buffet Lunch for participants |
| <b>1.30pm – 5pm : PRESENTATIONS</b>   |  |
| <i>Facilitator : Tan Chih-Chong, Vice-President,<br/>AIPRO (Association of Independent Television Production Companies) Singapore</i>   |  |
| <b>Introduction to WIPO Mediation and Expedited Arbitration for Film and Media Disputes</b><br><i>Presenter: Ignacio de Castro, Deputy Director of the WIPO (World Intellectual Property Organization) Arbitration and Mediation Center</i>                                   |  |
| <b>Co-producing with the United Kingdom</b><br><i>Presenter: Mark Leaver, Director of Development, South West Screen</i>  |  |
| <b>Co-Producing with Australia and Singapore – Industry’s Perspective</b><br><i>Co-Presenters:<br/>Ian Booth, CEO ScreenWest Australia<br/>Ervin Ann, Vice President Development, Scrawl Studios Singapore</i>  |  |
| <b>Collaboration with Europe</b><br><i>Co-Presenters:<br/>Charlotte Appelgren, Cine-Regio, European Network of 32 Regional Film Funds<br/>Anne Laurila, POEM Foundation, Stina Almqvist, Filmpool Nord and production companies from the Arctic region (Film Arc project)</i> |  |
| <b>Principles of Stereoscopic 3D Production in Asia – Lessons from Southeast Asia’s 1st Stereoscopic Feature Film</b><br><i>Presenter: Ian Wee, Director, Widescreen Media Singapore</i>  |  |

## FACILITATOR



**Tan Chih-Chong**

**Vice President**

**Association of Independent  
Producers Singapore (AIPRO)**

With over 17 years of experience in the local film and television industry behind him, Chih Chong brings along with him both depth and breadth gained over a broad spectrum of works in documentary, magazine, entertainment, drama and feature film projects.

Since graduating with a B.Sc in film production from the University of Texas at Austin, Chih Chong has proved his mettle in this extremely volatile and competitive industry in Singapore having done work for companies as diverse as **MediaCorp, CTN, RTM, National Geographic Channel, Discovery Channel, Fremantle Media, AETN** and others. Apart from television, Chih Chong also dabbled in feature films and was a producer on the highly successful Singapore film, ***Forever Fever***. The film was sold to **Miramax Films** for **US\$3 million**.

Chih Chong is actively involved in the Singapore media industry, currently serving as the vice-president of the Association of Independent Producers Singapore. He was a part-time lecturer at Nanyang Polytechnic, and also took time out to judge at the Asian Television Awards in 2008 and 2009. Chih Chong is the co-founder of **Sitting in Pictures**, a dynamic production company based in Singapore and his next goal is to help steer the company into an internationally recognised media brand.

## **Introduction to WIPO Mediation and Expedited Arbitration for Film and Media Disputes**

### **PRESENTER**



**Ignacio de Castro**  
**Deputy Director**  
**WIPO Arbitration and Mediation Center**

Ignacio de Castro, Deputy Director of the WIPO Arbitration and Mediation Center, is a Spanish lawyer and an English solicitor. He holds an LL.M degree from King's College London. Before joining WIPO in 2002, he was on the legal staff at the United Nations Compensation Commission in Geneva and, prior to that, practiced with the law firm Freshfields Bruckhaus Deringer, London in the areas of international arbitration and litigation.

#### **I. University Qualifications**

- Universidad Complutense Madrid, Spain: Law Degree (1983 - 1988)
- Colegio de Abogados de Madrid, Spain: admitted as a Spanish Lawyer (1989)
- Université de Paris (Sceaux), France: Diplome de Droit Francais (1984 - 1985)
- British Council Scholarship: European Young Lawyers Program, London (1989)
- University of London (King's College), United Kingdom: LLM Commercial and Corporate Law (1989 - 1990)
- Law Society England and Wales: admitted as an English Solicitor (1991)

#### **II. Work Experience**

- Baker & McKenzie, London: Assistant Solicitor, Litigation department (1990 - 1995)
- Berwin Leighton Paisner, London: Assistant Solicitor, Litigation department (1995 -1997)
- Freshfields Bruckhaus Deringer, London: Assistant Solicitor, International Arbitration Group (1997 - 2001)
- United Nations Compensation Commission, Geneva, Switzerland: Legal Officer, E2 Claims (non-Kuwaiti corporate claims) (2001 - 2002)
- World Intellectual Property Organization (WIPO) Arbitration and Mediation Center, Geneva, Switzerland:
  - Senior Legal Officer (2002 – 2003)
  - Head, Information and External Relations Section (2003 – February 2007)
  - Deputy Director (March 2007 - to date)

## **Co-producing with the United Kingdom**

### **PRESENTER**



**Mark Leaver**  
**Director of Development**  
**South West Screen**  
**United Kingdom**

With over 16 years experience in the media industries, Mark worked in a range of organisations before joining South West Screen in 2005 - from independent consultant and dot com start up to national broadcaster and international corporation. With a track record of successful business development, Mark has built businesses and realised ideas across both the broadcast and digital media sectors.

Mark is currently responsible for the delivery of all project and funding activity within the organisation, including the dispersal of investment funds, and the expansion and development of the business. He has extensive experience in building strong innovative solutions and effective delivery partnerships in both the public and private sectors.

Mark's background is in production, web, sales and marketing. Previous consultancy roles have concentrated on the development of new products to market and the restructure of existing services. For Granada, the UK's largest independent producer, Mark successfully combined all archive sales functions within the group, with the goal of creating an entirely new, single commercial identity. He successfully re-structured, re-branded and re-launched, Granada Visual achieved a 60% increase in sales prior to a subsequent merger with ITN Archive.

## Co-producing with Australia & Singapore – Industry's Perspective

### CO-PRESENTERS



**Ian Booth**  
**Chief Executive**  
**ScreenWest**  
**Australia**

Ian Booth commenced as Chief Executive of ScreenWest in May 2007. Under Ian's leadership ScreenWest and the Western Australian screen industry has forged a strong partnership with the Media Development Authority and Singaporean producers.

The announcement at MIPCOM in 2008 of the inaugural MDA-ScreenWest Cross-Media Development Initiative to encourage producers in Singapore and Western Australia to jointly develop multi-platform content, and ScreenWest's ongoing sponsorship of the Asia-Australia Media Executive Leadership Program (AAMELP) is evidence of this important partnership.

The Western Australian screen industry continues to grow and advance. In the past year, local production reached record levels with the growth forecast to continue in 2009-10. Western Australia recently hosted feature film *Bran Nue Dae* starring Geoffrey Rush (Academy Award® Winner), three-episode documentary on the global financial crisis *Addicted to Money*, documentary on Australia's favourite kangaroo *Skippy: Australia's First Superstar*, and outstanding children's television production *Lockie Leonard – Series 2*, amongst many others.

Prior to joining ScreenWest as Chief Executive, Ian worked at the ABC in Melbourne as Business Affairs Manager for Drama and Comedy, working on projects such as *Kath & Kim*, *MDA*, *The Glasshouse*, *Enough Rope*, *The Shark Net*, *Marking Time* and many others.

Ian returned to Western Australia in 2003 where he set up his own practice as a solicitor practising primarily in film and television law. He has also established the production company *Sassafras Films*, co-producing the adult drama series *Marx and Venus* and the half hour drama *Hidden Creatures*, which screened across the international festival circuit.

Ian is a former Board member of the Film and Television Institute, Awesome Arts, and a former adjunct senior lecturer for the WA Screen Academy.



**Ervin Ann**  
**Vice President, Development**  
**Scrawl Studios**  
**Singapore**

Ervin Ann oversees development of new animation projects and intellectual properties at Scrawl Studios and is responsible for developing co-production and other business partnerships. He regularly involves works with creators, property owners and artists in developing original concepts and adaptations for Scrawl's animation pipeline for TV, film and new media.

## Collaboration with Europe

The segment, “Collaboration with Europe”, will be co-presented by Cine-Regio and representatives from the Film Arc Project. **Cine-Regio** is an association of regional film funds in Europe. The members exhibit a range of support schemes and services to the film sector, which aim to support film culture, encourage social cohesion and build regional audiovisual infrastructure. Cine-Regio acts as a lobby and network encouraging international co-operation and co-productions. Cine-Regio aisbl was established in May 2005 as an independent non-profit association.

**FILM ARC** is an interregional film initiative set up by four regional film funds in the Nordic Region – in the framework of Cine-Regio - in order to strengthen the audiovisual industries in the creative industries in Northern Sweden, Northern Finland and Northern Norway, i.e the Film Arc region. The audiovisual sector includes filmmakers and companies that produce moving images in film productions, documentaries and short films, animation, computer games, advertising films, mobile content, information films and tourism films. The project is due to run for three years. The overall project budget is 3 million euro, of which 40% will be from the EU and 60% from the regions. The project aims to strengthen production companies through business development. The four regional film funds behind FILM ARC are Film pool Nord, Film i Västerbotten, POEM and Filmcamp.

## Collaboration with Europe

### CO-PRESENTERS



**Charlotte Appelgren**  
**M.Sc. and General Secretary**  
**Cine-Regio**

Charlotte Appelgren, M.Sc. and General Secretary of Cine-Regio, the European Association of Regional Film Funds. Previously worked as International Executive with Merlin Films, Ireland, Advisor, MEDIA Desk Denmark and Festival Manager for the Danish Film Institute. Author of “*The Fine Art of Co-producing*” (2002 & 2007) and researcher/contributor “*Film financing mechanisms stimulating private investment in Danish film*” (2004) and “*The Economic and Creative Growth Potential of the Danish Games Industry*” (2005). Appointed member of the European Audiovisual Observatory’s Advisory Committee and the European Commissions’s Expert Group on Digital Cinema.



**Anne Laurila**  
**Production Advisor POEM-Foundation**  
**& Project Manager Film Arc**

Anne Laurila (b.1978) works as a Production Advisor in POEM-Foundation since 2006 and currently as a Project Manager in business development project for audiovisual industry called Film Arc. In this dual position, she leads regional development for audiovisual content production in Northern Finland and Scandinavia, bringing together features, documentaries, games and interactive content. Before joining POEM, she worked as a producer and CEO in Vaski Filmi Ltd. Her professional passion is towards producing, but she has also directed a documentary Holy Father (2006). She has a degree on media science and she is EAVE graduate (2004). She dreams about finishing her Master’s Degree at Oulu University.



**Stina Almkvist**  
**Project Leader**  
**Film Arc Project, Filmpool Nord**

Stina has been working the last 10 years with profiling North Sweden as a Centre for Film production. The latest year this mission has expired to include also northern Norway and Finland as partners in the project Film Arc. The aim of the project is to strengthen the Creative Industry concerning film and games on various platforms, in the Arctic Region. By breaking different kind of borders, the Film Arc project hopes to achieve global business.

**Experience**

- Project Leader, Film Arc Project, Filmpool Nord 2009 - 2011
- Head of Development, Filmpool Nord, from 2002
- CEO, Studio Kronan, Luleå 2001/02
- Head of Media Education, University of Applied Science, Luleå 1995 – 2001
- Production Leader, Giraff Film, Luleå 1994/95
- Producer, Information Films, Swedish Health Care, Stockholm, 1989-1994
- Teacher, Media Literacy, Public Schools, Stockholm, 1987/88

**Education**

- University of Stockholm - Fil.kand "Bachelor of Arts" with Film as major, graduation — 1991
- Dramatiska Institutet, Stockholm — Media Literacy, graduation — 1989
- The New Film School, IKM/TBV, Stockholm, graduation — 1984-1986
- University of Umeå — Theatre – Drama – Film, graduation — 1981/82

**Other Skills**

- Member of Steering Group concerning "The experience Economy", Piteå – 2009
- Project Member in "Social Entrepreneurs", KK- stiftelsen, Stockholm – 2007/08
- Co writer of the book "Multimedia Didactics", Nordiska Ministerrådet – 2001
- Leader Ship Course, University of Luleå – 2000

**Principles of Stereoscopic 3D Production in Asia –  
Lessons from Southeast Asia's 1st Stereoscopic Feature Film**

**PRESENTER**



**Ian Wee**

**Director**

**Widescreen Media**

**Singapore**

Ian is an upcoming director that is both gifted creatively as well as technically – a rare combination that gives him a unique edge over most directors that are either one or the other. He is able to understand from the ground up and intrinsically the various components that make up a feature film. He is also a guest writer on Sinema.com and writes the segment that hopes to de-mystify the various processes of film making.

As a result of this uncommon quality and balance that sets him apart, Ian is a sought after Director and has seen great favour in the area of HD documentaries – each one well-crafted and well-received by distinguished clients like National Geographic Channel and Discovery Networks Asia, to name just two.

However, his heart is in doing more narrative work that allows greater freedom in crafting a story along with a scriptwriter to attain a balance between a strong script and a visually moving and beautiful piece. Like many from a new generation of directors, here and in Hollywood, who first found their footing in documentaries before moving to narrative work, Ian has been “trained” under challenging circumstances to craft visual feasts out of what little was made available to him. Hence when given the freedom to create the perfect setting and to weave a story, Ian is able to further push his craft to greater heights – blending creativity, with technicality to create moving stories that tug at the heart strings through discerning direction and strong visual presentation.

Ian is a strong proponent and explorer of High Definition and RED 4K technology- constantly testing and using new digital technology in his work, and pushing the limits of what's possible. He also teaches classes on HD to media professionals in order to dispel misconceptions the industry has about this new technology.

After being an early pioneer in the area of High Definition, he is now repeating history with Stereoscopic 3D – the new dimension in filmmaking. Ian now spends the majority of his time developing & providing for Stereoscopic 3D productions with Widescreen Media Pte Ltd, of which he is one of the founding Directors.