



CINEASIA 2009
8 – 10 DECEMBER 2009
FINAL SCHEDULE OF EVENTS

Monday, December 7, 2009

- 09.00 – 18.00 - Trade Show Registration**
(HG5 Concourse, Level 5, Phase 1HKCEC)
- 15.00 – 19.00 - General Convention Registration**
(Grand Foyer, Level 1, Phase 1 HKCEC)

Tuesday, December 8, 2009

- 08.00 – 18.00 - General Convention Registration**
(Grand Foyer, Level 1, HKCEC)
- 08.00 – 17.30 - Trade Show Registration**
(HG5 Concourse, Level 5, Phase 1HKCEC)
- 08.30 – 09.30 - Breakfast**
Sponsor: Doremi Cinema
(Theatre 2 Foyer, Level 1, HKCEC)
- 09.00 – 11.15 - Seminar**
CineAsia & Hong Kong-Asia Film Financing Forum Present
“A New Dimension to China”
Moderator: Scott Rosenberg, Asia Pacific Bureau Chief, *Film Journal International*
Presenters: Michael Archer, Vice President, Digital Cinema, Doremi Cinema
Yang Buting, Chairman, China Film Distribution and Exhibition Association
Dr. Man-Nang Chong, CEO, GDC Technology Limited
Y.C. Chu, Deputy General Manager, Media Asia Group
Dr. David Chung, Head of Information Technology Operations,
Hong Kong Cyberport Management Company Ltd.
Rance Pow, President, Artisan Gateway
Philip Qu, TransAsia Lawyers Beijing
(Theatre 2, Level 1, HKCEC)

11.30 – 12.15 - United International Pictures, Paramount Pictures International and Universal Pictures International Invite You To A Product Presentation and Look at the 2010 Lineup

Presenter: Han Seng Lim, Executive Director, Sales & Marketing, United International Pictures SE Asia
(Theatre 2, Level 1, HKCEC)

12.30 – 13.30 Opening Day Luncheon

Sponsors: United International Pictures
Paramount Pictures International
Universal Pictures International
Christie Digital Systems, USA Inc.
(Convention Hall B, Level 1, HKCEC)

13.30 – 17.00 - CineAsia Trade Show

(Hall 5G, Level 5, Phase 1 HKCEC)
(Buses will depart the main entrance of the HKCEC for THE GRAND at 16.30)

17.00 - Screening and Special Product Presentation

Walt Disney Studios Motion Pictures International's
"The Princess and the Frog"
Presenter: Jeffrey Forman, Sr. VP, Sales & Marketing, Asia/Pacific, Walt Disney Studios Motion Pictures International
(THE GRAND)
(Digital equipment provided by NEC)

19.30 - 20.45 - Opening Night Dinner

Sponsors: Meetings & Exhibitions Hong Kong, The Hong Kong Tourism Board
Ballantyne Strong, Inc./Strong Westrex, Inc./NEC

(Great Room, Level 7, W Hotel)

21.00 Screening

Paramount Pictures'
"Up in the Air"
(THE GRAND)

23.00 - Dessert Party

Sponsor: masterImage 3D
(THE GRAND Lobby)

(Buses will return to the HKCEC and convention hotels at the conclusion of the Dessert Party)

Wednesday, December 9, 2009

08.00 – 18.00 - General Convention Registration
(Convention Foyer, Level 1, Phase 1 HKCEC)

08.15 – 09.00 - Breakfast
Sponsor: Film Journal International
(Theatre 2 Foyer, Level 1, HKCEC)

09.30 – 11.30 Seminar
CineAsia & ICTA Present
“A Digital Update”

Regional Digital Updates
Presenters: Tony Adamson, Manager, Worldwide Customer Marketing, DLP
Cinema® Products
Ray M. C. Seok, General Manager, Digital Cinema of Korea
Ranjit Thakur, CEO, Scrabble Entertainment Pvt. Ltd.
Naoshi Yoda, Managing Director, T-Joy

ICTA Technology Update

3D Capture
Bill Mead, *DCinema Today*

Disney’s Perspective on 3D: Findings and Future Opportunities
Jason Brenek, Senior Vice President, Worldwide Digital Cinema
and Cinema Programming, Walt Disney Studios Motion
Pictures

Screen Facts
Andrew Robinson, Harkness Screens

Maintenance of Servers
Michael Archer, Doremi Cinema
(Theatre 2, Level 1, HKCEC)

10.00 – 17.00 - Trade Show Registration
(H5G Concourse, Level 5, Phase 1 HKCEC)

11.30 – 16.30 - CineAsia Trade Show & Luncheon
(Hall G, Level 5, Phase 1 HKCEC)
**(Buses will depart the main entrance of the HKCEC for the
UA iSquare Cinema at 16.30)**

- 17.00** **Screening & Product Presentation**
Warner Bros. Pictures International
Presenters: Tom Molter, SVP, International Distribution, Warner Bros.
 Pictures International
 Erlina Suharjono, SVP, Asia Distribution, Warner Bros.
 Pictures International
 (UA iSquare Cinema)
- 20.00 - 21.15 -** **Dinner Event**
Sponsor: Warner Bros. Pictures International
 IMAX Corporation
 Barco Digital Cinema
 (UA iSquare Cinema Lobby)
- 21.30** *Experience exclusive IMAX sneak peeks of Hollywood's most anticipated new movies, including 3D footage from "Avatar," "Alice in Wonderland," "How to Train Your Dragon" and "Shrek Forever After"*
 (UA iSquare Cinema)
 (Buses will return to the HKCEC and convention hotels at the conclusion of the screening)

Thursday, December 10, 2009

- 08.00 – 17.30 -** **General Convention Registration**
 (Grand Foyer, Level 1, HKCEC)
- 08.00 – 11.30 -** **Trade Show Registration**
 (Hall G Foyer, Level 5, HKCEC)
- 08.30 – 11.30 -** **Trade Show & Breakfast**
 (*Breakfast will be served from 08.30-10.00*)
 (Hall G, Level 5, HKCEC)
- 10.45 – 12.00 -** ***"The Next Chapter - Hong Kong Film in the Coming Decade"***
Special Welcome: Jack So, Chairman, Hong Kong Film Development Council
Moderator: Liz Shackleton, Asia Pacific Editor, *Screen Daily*
Panelists: Jeffrey Chan, CEO, Distribution Workshop
 Lloyd Chao, Director of Business Development & Marketing,
 Shaw's Studios
 Mabel Cheung, Film Director
 Fred Wang, Chairman, Salon Film Group
- (Theatre 2, Level 1, HKCEC)

- 12.15 – 13.15 - 20th Century Fox International
Invites You To A Product Presentation and
Look at the 2010 Lineup**
(Theatre 2, Level 1, HKCEC)
- 13.15 – 14.30 - Final Day Lunch**
Sponsor: 20th Century Fox International
Deluxe Entertainment Services Group
(Chancellor Room, Level 5, HKCEC)
- 14.45-15.45 - Paramount Pictures Special 3D Sneak Peek**
Presenter: Hang Seng Lim, Executive Director, Sales & Marketing,
United International Pictures, SE Asia
(Theatre 2, Level 1, HKCEC)
- 18.30 – 19.30 - Final Night Cocktail Reception**
Sponsor: RealD
(Grand Ballroom Foyer, Grand Hyatt Hong Kong)
- 19.30 - Final Night Banquet and Awards Ceremony**
Sponsor: DLP Cinema®, A Texas Instruments Technology
Beverage Sponsor: GDC Technology Limited
Award Presentations:
“DLP Cinema® Marketing Achievement Award”
Sathyam Cinemas
“Exhibitor of the Year”
Irving Chee, Golden Screen Cinemas
“Distributor of the Year”
Sunder Kimatrai, Twentieth Century Fox International
“Producer of the Year”
Peter Lam, Chairman, Media Asia Group Ltd.
“Asia-Pacific Copyright Educator Award”
Raymond Wong, Producer
“CineAsia Star of the Year”
Zhou Xun

(Grand Ballroom, Grand Hyatt Hong Kong)