

Ningbo Film and Television Industry Shines in Hong Kong

Striving towards a modern coastal metropolis
建设现代化滨海大都市

On March 11th, the 28th Hong Kong International Film and TV Market (FILMART) raised its curtain at the Hong Kong Convention and Exhibition Center. A delegation of 18 film and cultural businesses from Ningbo made its presence felt at the invitation of the Hong Kong Trade Development Council. FILMART is acclaimed as one of the top entertainment marketplaces across Asia.

3月11日,第28届香港国际影视展在香港会议展览中心拉开帷幕。应主办方香港贸易发展局的邀请,由宁波18家本土影视文化企业组成的“影视甬军”,组团赴港参展这一世界级影视盛会。

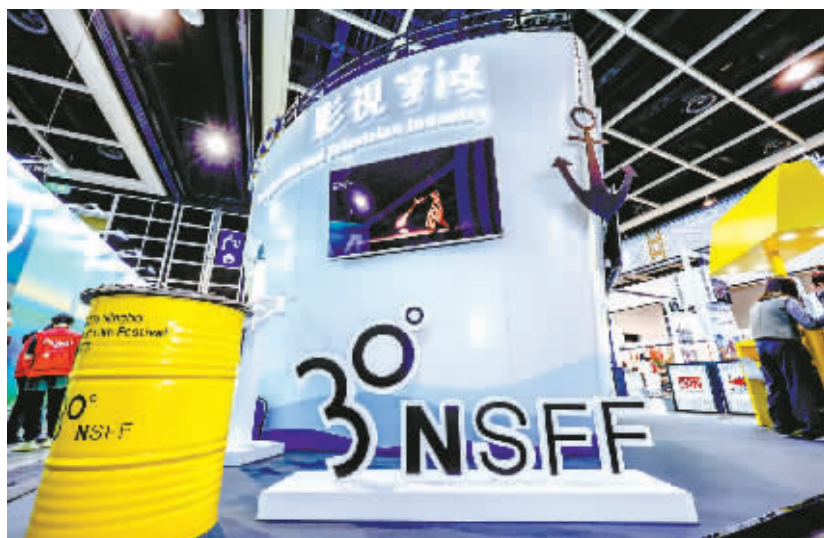
Resembling a colossal ferry, the Ningbo booth at the Zhejiang exhibition area stood out with its distinctive design and vibrant hues, drawing popularity among international filmmakers and industry professionals. Inside, over a hundred Ningbo-produced TV dramas, films, animations, web series, and online movies went on display, showcasing the city's film and TV production prowess.

浙江展区宁波影视馆以一艘“巨轮”的形象亮相,独特的造型和靓丽的色彩格外抢眼。展馆内外更是人头攒动,大批的国际电影人、专业人士纷纷前来参观、咨询。百余部宁波本土作品亮相云端,涵盖电视剧、电影、动画片、网剧和网络电影等各种类型,向参展商展示了宁波影视制作水平和创作实力。

The presence of Ningbo's film and television businesses at FILMART this year marks the eighth consecutive attendance since 2017, boasting a lineup of 18 delegate entities including Xiangshan Global Studios, Ningbo Film & TV Art Co., Ltd., and Ningbo Film Group. The delegation not only encompassed content production firms engaging in films, TV dramas, animations, and short features but extended to companies specializing in film technology, animation festivals, overseas distribution, and co-production, as well as other film facilitator companies.

今年香港国际影视展,是宁波影视企业自2017年以来第八次组团参加,共吸引了18家本土影视企业参展,包括象山影视城、宁波影视艺术、宁波电影集团等,不仅涵盖电影、电视剧、动画、短剧等内容生产企业,同时也包括影视科技、动漫节展、海外发行、协拍机构等载体平台。

"In recent years, Ningbo has witnessed a flourishing film and TV industry in multiple respects. A full industrial chain development pattern has been built across key domains including creation, production, publication, dissemination, and resource transactions." According to a spokesperson for the delegation, Ningbo currently boasts more



Ferry-shaped Ningbo booth at Hong Kong International Film and TV Market.



Hong Kong film and television luminaries visiting Ningbo booth.



Staff of a Ningbo film and television enterprise introducing latest policies.

than 6,000 related enterprises and four industry parks, including the widely recognized ones – Xiangshan Global Studios and Bodi Film and Television Culture Creative Park.

“近几年,宁波影视行业发展多点开花,在影视创作、拍摄制作、发行传播、资源交易等关键环节已经打造全产业链发展的格局。”宁波影视参展团相关负责人介绍,目前宁波共有影视相关企业6000余家,拥有象山、博地等4个影视产业园。

Since 2023, Ningbo has made waves on the screen, such as the blockbuster *Johnny Keep Walking!*, popular TV drama *Blossoms Shanghai*, and the trending short series *Landlord On Top* that sparked wide discussion on China's social media platforms. These signs indicate that Ningbo has emerged as a formidable player in the global “reel world”.

去年至今,宁波影视也是频频出圈。无论是爆款影片《年会不能停!》中的宁波元素,还是电视剧《繁花》热播带来的宁波效应,再到短剧《房东在上》冲上热搜,影视宁波开始逐步向全国乃至全球市场发力……

Preceding the inaugural ceremony, Ng See-yuen (Wu Siyuan), the permanent honorary president of the Hong Kong Film Directors' Guild, engaged in insightful deliberations with delegates at the Ningbo booth. As an internationally famous director and producer, Ng is credited with spotting and grooming Jackie Chan, Andy Lau and other heavy hitters.

展会开幕前,香港电影导演会永远荣誉会长吴思远专程来到宁波影视馆与宁波影视企业代表进行深入交流。

Although not native to Ningbo, Ng has a deep connection with the city. He is very familiar with its humanities and history and has at his fingertips the valuable contributions of Ningbo natives to the hundred-year

journey of Chinese filmmaking.

吴思远虽然祖籍不在宁波,但是他与宁波情缘深厚,不仅对宁波的人文历史非常熟悉,尤其对中国电影百年史上宁波籍人士所作出的贡献如数家珍。

He has led directors and producers from the Hong Kong film and TV realm to Ningbo for communication many times, pushing forward the cultural exchange and cooperation in this field. This has made him a key figure among a mass of contributors to the development of Ningbo.

他曾多次带领香港影视界的导演、制作人来宁波考察,为甬港影视文化的交流合作做了很多工作,是“帮宁波”人士中的杰出代表。

Ng believes, “Ningbo's development of the film and TV industry has unparalleled advantages regarding its cultural talents, atmosphere and resources. Its prospects for future development are broad.” Here, there are not only Ningbo people from Hong Kong and Shaw Brothers Studio but also the infrastructure necessary for producing media, such as Xiangshan Global Studios and Bodi Modern Film and Television Shooting Base. Especially noteworthy are the practical and reliable qualities of Ningbo's film and TV personnel, which are rare in this entertainment landscape. In the future, he will leverage to the fullest the platform of “Ningbo-Hong Kong film and television cooperation” to pool the advantages of the two places, rekindle the century-old bond, and jointly explore new cooperation paths.

吴思远认为:“宁波发展影视文化产业有着其他城市无可比拟的‘天时地利人和’的优势’,未来发展前景广阔。”这里不仅有香港的宁波帮人士、邵氏电影公司,还有象山影视城、博地现代影视基地等拍摄基地,特别是宁波影视人务实靠谱的特质,是影

视合作中最难得的。未来他将以“甬港影视合作”为平台,集合宁波与香港的影视优势,续写百年情缘,共同探索两地影视合作的新路径。

During the four-day exposition, the Ningbo delegation participated in exhibitions and engaged in a series of project negotiations. Their agenda included visits to Television Broadcasts Limited (TVB) to establish a long-term cooperation mechanism between film and TV institutions in Ningbo and Hong Kong. Additionally, discussions were held with the artistic director, Director Zhong Shujia, about investment and filming opportunities. Furthermore, the delegation made a stop at Asia Television Limited (ATV), where they reached an agreement to jointly promote televisual culture between the two regions. Lastly, they met with the renowned filmmaker (also a native of Ningbo), Stephen Chow, to explore future collaborative endeavors in film and TV development in Ningbo.

另据记者了解,在为期四天的香港国际影视展期间,宁波参展团队还带来了一系列项目接洽任务,包括走访香港电视广播有限公司(TVB),建立甬港两地影视机构长期合作机制,与艺术总监钟澍佳导演对接影视投资、拍摄等事宜;走访亚洲电视控股有限公司(ATV),达成两地影视文化宣传推广合作意向;拜访宁波籍著名影视人周星驰,共商宁波影视发展合作方向等。

Journalists:
Shi Daiwei, Liao Huilan
Correspondent: Hu Decao
Translator: Pan Wenjie
Proofreaders: Yao Zhanhong,
Huang Dawang, Jason Mowbray