



## Ontario Digital Media Mission to China

Shanghai, Hangzhou, Chengdu, Shenzhen, Hong Kong

July 14-26, 2008

**With the registration deadline coming in 6 days, we would like to request you contact Wenbo Pan for registration or additional information should this mission be of interest to you.**

The Government of Ontario, the Canadian Consulates in China, and other Canadian and Chinese partners are pleased to invite you to participate in the Ontario Digital Media Mission to China.

### Mission Overview

The Ontario Ministry of Economic Development and Trade (MEDT) is organizing an Ontario Digital Media Mission to China from July 14 to July 26 2008. The delegation will visit Shanghai, Hangzhou, Chengdu, Shenzhen and Hong Kong.

The mission will exhibit in the Ontario pavilion at the 6th China Digital Entertainment Expo & Conference (ChinaJoy 2008) in Shanghai, the largest trade show in the digital entertainment sector in China. Mission members will be able to attend the China Digital Entertainment Summit Forum, a high profile conference, as well as other sub-forums. The delegates will also benefit from various seminars and one-on-one meetings with decision makers from China digital media industry with support from leading Chinese organizations. The meetings will be followed by a networking reception.

The mission will continue the trip and visit Hangzhou, Chengdu, Shenzhen and Hong Kong, where strong digital media clusters are located. At each city, the mission participants will attend a seminar (hosted by MEDT and the Consulate Generals) and several one-on-one meetings prearranged for Ontario companies to network with Chinese business people, and activities that are essential for market development and future trade and cooperation.

The mission will arrive in Shanghai on July 15th and leave Hong Kong on July 26th, 2008.



**Trade Show -one 4 day exhibition**



**Site Visits – 4+ in five cities**



**Seminars – 5 in five cities**



**One-on-one Meeting – 15+ in five cities**

### **Why You Should Attend**

Digital Media Industry has been designated a high priority sector in multiple jurisdictions in China and met a rapid growth for recent years. Among which, video game market has become a key driver of the new media and creative industries in China. While console games are an important part of the North American market, what is driving the growth in China is the online game market. The online game market is currently valued at approximately C\$0.93 billion (representing a year-on-year increase of 73.5%) and is expected to surpass C\$2.8 billion by 2010. Between now and 2010, the expected compound annual growth rate (CAGR) for online game revenue is 30.2%. Online game penetration among internet users already stands at 23%, representing close to 40 million gamers. By 2010, that number is expected to hit 84 million users. The online gaming market is being driven by the growth in MMORPG and casual games.

To encourage Ontario companies to take advantage of this opportunity, MEDT is organizing this trade mission to China.

### **Five advantages for joining the mission:**

- 1) Credibility: government lead delegation has higher credibility and has more attention
- 2) Resource: mission members could take advantage of all resources (Federal posts in China, local industry associations etc.) applied in the mission that might be difficult for them to leverage when go alone
- 3) Quality: local seminar and one-on-one meeting attendees are selected by our partners in China, based on mission members' criteria, and usually have higher quality and credibility
- 4) Exposure: mission members will receive a much higher exposure when compared to visit alone
- 5) Trouble free service: MEDT will arrange most of logistic issues in order that mission members can focus on their business/market development
- 6) Money saving: MEDT covers most of the program expense

## Who Should Attend

Companies create the media content such as **Interactive Entertainment, Animation, E-learning** etc. and Companies focus on allowing the game/media to be manipulated to facilitate distribution to user such as **Software, Digital Compression Technologies, Internet Applications, Visual Effects, Interactive Television**, etc. that are more related to Information and Communication Technology, or ICT sector).

## Participation Fee

Participants have two options to choose from:

**Option A) - C\$900**, participating in the whole mission **with** exhibiting in the Ontario Pavilion. Participation fee include:

- 1) Admission fee: the whole day China Digital Entertainment Summit Forum of July 16th.
- 2) Pavilion fee: the provincial pavilion at ChinaJoy
- 3) Marketing material: mission directory; digital media brochure; back drops at events
- 4) Transportation expense: Shanghai to Hangzhou; Shenzhen to Hong Kong
- 5) Venue rental: all seminars and one-on-one meetings
- 6) Catering service: seminar tea breaks, luncheons
- 7) Interpretation service: one interpreter for trade show pavilion; seminar interpreter; one on one meeting interpreter (one interpreter will be arranged for each company, if requested)

**Option B) - C\$600**, participating in the whole mission **without** exhibiting in the Ontario Pavilion. Participation fee include same items except the Admission and Pavilion fee.

For either option, participants will bear the expenses of their own airfare, accommodation and other individual activities such as follow-up meetings, site visit, meals, local transportations, and incidental expenses.

## For more information and pre-registration

Please go to the [mission website](#) for more information or/and download Pre-registration form.

You can also contact

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