**2013 Boao Youth Forum (Hong Kong)**

**Session Summary**

9 September 2013

**Booming of Asian Cultures: National Style and International Style**

*Moderator:*

Ms. Angela Chow, TV Host, Phoenix Satellite Television

*Panelists:*

* Mr. Chang Chen, Famous movie star
* Dr. Peter Lam Kin Ngok, Chairman of Lai Sun Group
* Mr. Lu Chuan, Film Director, Chuan Productions
* Dr. Allan Zeman, Chairman of Lan Kwai Fong Holdings Ltd; Chairman of Board of Directors of Ocean Park Hong Kong
* Professor Zhang Yiwu, Professor of Chinese Literature, Peking University

**Highlights:**

* **Film is an art of cooperation, and a good film is made from the life passion and experiences of the directors and actors.**
* **Films and culture are more than a record of the times; they are also the cultural heritage of the human race, which can influence people's emotions in current times. In the future, successful film directors should express the cultural elements and messages in a more commercial manner.**
* **The progress of urbanization and the growing of the middle class in China have created a prosperous Chinese culture and art industry. It is a huge opportunity not only for the Chinese Mainland, but also for Hong Kong, Asia and even the whole world.**
* **The drivers of the future development of the Chinese cultural industry are cross-platform, cross-generation, cross-group and cross-culture.**

**Summary:**

The panel for this session included a film producer, film director, actor, an entrepreneur in cultural and leisure services, as well as a professor in cultural studies, to discuss and share their views on the present cultural environment and future development of the industry.

In relation to the "Ang Li phenomenon", Mr. Chang Chen shared his work experience with Director Ang Lee. In the early stages of his career, Ang Lee focused on making local films full of Asian elements; later he included different cultures and topics into his productions. A lot of his work seeks to promote cultural integration and a better understanding of the Asian cultures. Although different directors and actors may have different approaches and performances, they all have a passion for life, care about the society of the times, and hope to promote and amplify the difference and greatness of the times.

There are many criteria for a good movie. From the perspective of the industry, a good box office result is always an important criterion, which is also the basis for the sustainable development of the film industry. Dr. Peter Lam Kin Ngok gave as an example the success of "Infernal Affairs" which combined creativity and commercial success. Movies also have the power to trigger new creation and performance, and attract audiences from different generations to go inside movie theatres.

Besides the commercial nature, the film industry also has a unique cultural role in rousing the emotions of artists and audiences. Mr. Lu Chuan shared his memory about his experience of producing a film with someone whose work he greatly respected. Although Hollywood movies have dominated the global market, the film market in the Chinese Mainland, Taiwan and Hong Kong has developed rapidly and Chinese movies have achieved some very impressive box office results over the last two years. However, whether or not we can fulfill the two levels of requirement of modern Chinese movies will determine the survival of Chinese films in the next 10 years. There should be a balance between art and market demand and film makers should learn to express their art and cultural messages in a more commercial way. Mr. Lu Chuan was confident that China had gone through the times when films would only feature our nation and individual's ideas. The industry is now has a greater respect for the market and a stronger grasp of the commercial language. The era for genuine Chinese movies is coming.

Dr. Allan Zeman shared his experience in developing his successful businesses in Lan Kwai Fong and Ocean Park, and highlighted that government support is needed by the cultural industry. He suggested that, consumers created brands, and cultural and creative industry practitioners should target to become the worlds' best; and believe there is nothing one cannot do if others can do it.

The urbanization progress and the rise of the middle class in China are causing a boom in the cultural and creative industry in China. It is an opportunity not only for industry players in the Mainland but also for Hong Kong and Asia. Professor Zhang Yiwu illustrated the changes in demand of the market and audiences in China's cultural industry by using some recent popular TV programs and movies as examples, including "Lost in Thailand", "A Bite of China" and "The Voice of China". He said the future development trend of the Chinese cultural industry would be characterized by "4 Crosses" – cross-platforms: connecting various platforms such as internet, TV and films; cross-generations: understanding the needs of the post-80s, post-90s and post-00s generations; cross-groups: satisfying the needs from the middle class as well as the new residents in the cities; cross-cultures: integrating the Chinese local culture with various cultures in other countries. It would create a new era for the industry.