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Rich Gelfond, Stuart Ford Line Up For Film Finance Forum in Shanghai



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IMAX CEO Rich Gelfond and IM Global CEO [Stuart Ford](#) will hold keynote conversations at the 3rd Annual [Film Finance Forum](#) China later this month.

The conference on June 16 is held during the [Shanghai International Film Festival](#), and is organized by [Winston Baker](#). *Variety* is a media partner.

Top executives from China and the U.S. will address the expanding presence of China's online giants in the business and the future of the country's local film production, and

consider the implications of the growing alliance between Hollywood and China through a case study of the recent deal between Hunan TV and Lionsgate.

Other speakers include Wanda Media's Zhao Fang, TIK Films' Eric Rong, Tencent Video's Wang Juan, and iQIYI's Li Yansong. The Hollywood contingent includes STX's Tom McGrath, East-West Bank's Bennett Pozil and Island Film Group's Ricardo Galindez.

The theatrical component of the Chinese film industry is growing at over 30% per year, meaning boom conditions for certain Hollywood and local players. But the industry is still immature and partially state-controlled, making for an environment that is difficult to predict and hard to profit from. Adding to the uncertainty are changing consumer habits, huge technological leaps and the emergence of half a dozen well financed conglomerates that have their own definitions of media integration.

The conference will be held at the Shanghai Exhibition Center and the Crowne Plaza Hotel in Shanghai.

<http://variety.com/2015/film/asia/film-finance-forum-shanghai-1201512389/>