

IM Global opens Beijing office

By Stephen Cremin June 25, 2013



Leslie CHEN 陳俐臻, formerly director of international sales and distribution at Huayi Brothers Media Corporation 華誼兄弟傳媒股份有限公司, is to head a new Beijing office of international film financing, sales and distribution company IM Global.

In a statement, IM Global CEO Stuart FORD positioned the new office as an Asian outpost rather than a China base, with Chen heading the company's expanding sales and distribution activities across the region.

Chen will head day-to-day operations of the company's Apsara pan-Asian distribution label out of the Beijing office, share responsibilities for the company's sales activities in the region and also oversee distribution of IM Global films in China.

Apsara has output deals with IM Global's parent company Reliance Entertainment (for India, Pakistan and Sri Lanka) and Buena Vista International (for HK, Malaysia, Singapore, Taiwan, Thailand, Vietnam, Indonesia, Philippines and Cambodia.)

Taiwan-native Chen, who studied in the UK, began her film career in 2003 at Taipei-based distribution company Flash Forward Entertainment 前景娛樂有限公司. In 2009 she moved to Beijing to join the international sales team at Huayi Brothers. Chen was responsible for major sales territories at Huayi, including North America. At Cannes, her last market, she represented the forthcoming Huayi titles *Young Detective Dee: Rise of the Sea Dragon* 狄仁杰前傳 and *Control* 控城計.

Chen's last day at Huayi was Friday, 21 June. She officially joins IM Global at the end of June.