



<b>Activity Title and Number:</b> Study assignment on film industry promotion law; A423-C1	<b>Beneficiary:</b> Legislative Affairs Commission of the Standing Committee of National People's Congress (NPC)
<b>Location and Date:</b> Belgium, France, Denmark; 29 June – 8 July 2015	<b>Stakeholders:</b> DG EAC, DG CNECT, SAPPRFT, Cinematek, UNIC, CNC, Danish Film Institute, Nordisk Films, Copenhagen Film Fund, European Film Commissions Network, Federation of European Film Directors

## Brief Activity Report

### Relevance and Impact

China will have the world's biggest film market by 2020, catching up with the United States, currently the world's largest, as early as 2017. Regulating this booming industry has become essential. In July 2011, the State Administration Press, Publication, Radio, Film and Television delivered a draft of the new Film Industry Promotion Law to the Legislative Affairs Office of the State Council for review and further adjustment. Since then progress on adopting the law has stalled. However it is foreseen to be adopted this year. To assist the National People's Congress in its legislative review process, EUCTP II organised a seminar in November 2014 to provide China's top legislators with a better understanding of relevant EU Member States' experiences with film industry regulation. A follow-up study assignment to Europe took place in June-July 2015 to further assist National People's Congress' legislative affairs committee as it is reviewing the final draft of the law.

### Activity Description

Five officials from the National People's Congress led by Ms. HUANG Wei, Deputy Director General, Legislative Affairs Commission, participated in the study assignment to Belgium, France and Denmark.

The delegation met with the European Commission, industry associations, member states regulators and industry experts. The meetings provided in-depth information to the delegation on the following topics: (i) EU-level & member state level film industry legislation; (ii) measures taken by member states to promote domestic/European film industry (including financial and institutional support); (iii) film classification system.



*Chinese officials at the European Commission*

### Results and Dissemination

The study assignment provided Chinese legislators with valuable information on ways to develop a sound legal and policy framework which not only promotes domestic film industry but also protects it as an important domestic cultural sector.