



## **“From H.C. Andersen to Animation” Danish Digital Entertainment Promotion in China, April 2009**

Program Description and invitation  
By  
Innovation Center Denmark, Shanghai

### **What is digital entertainment:**

Digital entertainment industry, includes not only the computer games, but refers to all the technology or businesses that apply digital technology to provide people with entertainment. This could be storytelling, animation, cartoons, online games based on digital technology etc. They are products or services presented through images, text, images, voice, and other digital media. It involves the mobile content, Internet services, games, animation, audio and video, digital publications and digital education and training and other fields<sup>1</sup>.

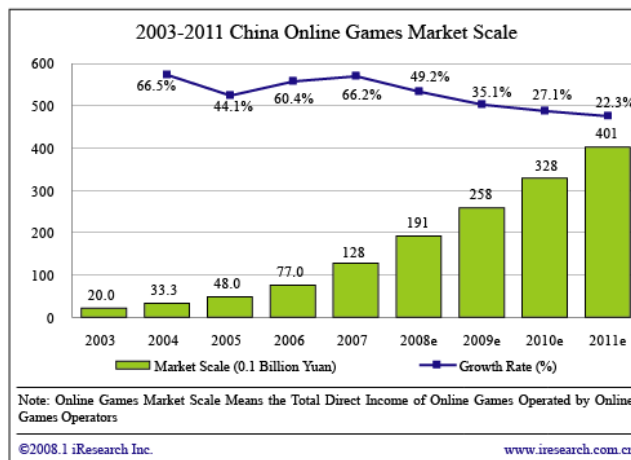
### **Why China?**

Due to the size of the population and the rapid economic growth, the on-line market is rated among the most potent and interesting world-wide. China already has the world's largest population of mobile phone users and they are expected to surpass USA as the country with the most internet users this year.

The rapid growth in demand opens significant opportunities for Danish companies with innovative solutions for the digital entertainment area. Both on the technology side and on the content side. At the same time, Danish companies may learn a lot from the Chinese developers – especially within on-line gaming, where China is already rather advanced.

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<sup>1</sup> Euro Info 2000 definition



## The program:

The Animation and Gaming project is going to take place in Apr. 2009. The project delegation will visit Beijing, Shanghai and Hangzhou. The programs of the project include (DRAFT):

- Introduction to China and Chinese business culture. Meeting at Innovation Center Denmark, Shanghai
- Exhibition: The state-level exhibition “China International Cartoon and Animation Festival” is recognised as one of the most prominent digital entertainment exhibitions in China. (<http://www.cicaf.com/col4290/col5183/>)
  - Invitation of applicants China International Cartoon and Animation Festival Works of “Monkey-King Awards”<sup>2</sup>
  - Recruitment of project cooperation<sup>3</sup>
  - Information distribution on white paper<sup>4</sup>
- Intensive match making with relevant companies, coordinated by INN CEN in collaboration with Shanghai and Hangzhou Software Industry Associations
- Visiting to universities and science parks in Beijing and Shanghai: Zhejiang University, China Animation Colleague etc.

### **April 26:**

Arrive in Shanghai, and check in in Shanghai hotel

### **April 27:**

Meeting in Innovation Center Denmark, Shanghai  
Match making meeting in Shanghai Software Industry Association  
Drive to Hangzhou and check in Hangzhou hotel

### **April 28:**

Exhibition in Hangzhou

<sup>2</sup> Danish companies are very welcome to join the competition by presenting your animation work, please contact us if you need further information

<sup>3</sup> Danish companies can bring their project for partnership, including looking capital, developer, distributor etc.

<sup>4</sup> Danish animation organization or festival could distribute their introduction to the white paper



**April 29:**

“From H.C. Andersen to Animation Day” – Opportunity to run a “Danish Digital Entertainment” theme day during the exhibition. Ideas to be developed together with participating companies and organisations

**April 30:**

Match making meeting in Hangzhou software Industry Association or /and Hangzhou hi-tech science park

**May 1:**

Fly to Beijing and Check in  
Visiting Tsinghua Science Park in Beijing

**May 2:**

Fly back to Denmark

**This is what the participating companies will get...**

1. **Promote** own technologies, solutions and innovations towards relevant Chinese counterparts, partners and clients (match making / exhibition)
2. **Study** Chinese best-practice within digital entertainment (exhibition, meetings)
3. **Partnering opportunity:** Find co-developers or complementary technologies in China
4. **Outsourcing of R&D:** Relay development to Chinese partners or scout for talent at Animation university

**Price, terms and conditions**

- Price: **DKK 26.250**. This includes complete 7 day program, including meetings, exhibition participation, hotels and domestic travel for 1 person/company.<sup>5</sup>
- SME can apply for 50% refund from the Ministry of Foreign Affairs with the use of “Innovation Packages”. See more from [www.eksportstart.dk](http://www.eksportstart.dk)
- Participating Danish companies will be granted space at a shared Danish stand in the exhibition
- Sign up deadline is March 1st.
- Project execution is subject to a minimum of 6 participating companies
- For other practical information about international tickets, local hotels etc, please contact us.

**Who can benefit from this program?**

We will help Danish developers to enter joint R&D projects and sell their solutions to the Chinese companies, or find their partners in China. The Chinese companies have “the reach” to the customers while the Danish companies have the “content” in terms of

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<sup>5</sup> DK companies will pay for own international travel (approx DKK 6000)



applications and solutions of value in the Chinese market. In 2009, we are going to invite innovative Danish companies to join the project, particularly in these areas:

- Animation developer
- Gaming (online, PC or mobile)
- Mobile applications
- Automobile digital entertainment
- Acoustic
- Related software developer
- E-learning
- Digital Media
- E-publishing
- Other digital entertainment companies

### The plan ahead

- *Invitation: 2009.1.15-2.28*
  - Workshop organized by the Danish partners for the Danish companies (introduction to China, the Chinese ICT market and Chinese business culture, and the Project, 2009).
- *Application – recruitment of participants: 2009.1.15 -2009.2.28*
- *Deadline for participation/sign-up: 2009.3.15*
  - Acceptance of the invited companies, confirmation of the sponsorship from the Chinese government
- *Application for the Innovation Package: 2009.4.1*
  - Refund application and approval from the Ministry of Foreign Affairs Ministry (see more detail further)
- *Visa application and travel reservation: 2009.4.1*
  - INN CEN will support the invited Danish companies to precede the logistic procedures including visa application and travel plan
- *Execution: Apr, 2009*
- *Follow-up: 2009 after*
  - INN CEN Shanghai and TCD China can support you in the following commercial activities in China, for example analysis, entry planning and strategy development, virtual/real representation etc.

*For more information, please view our webpage:*

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