



MEDIA AND ENTERTAINMENT COMMITTEE

The **Media and Entertainment (M&E) Committee** provides a platform for members interested in entertainment and all forms of media to discuss industry issues, challenges, and opportunities. The committee hosts meetings, panel discussions, and a range of programs with industry experts focused on engaging businesses from the entertainment, drama, cinema, traditional media, and new media industries to advance their businesses in China. The Committee's 2023 strategic plan is organized around three types of activities: *Advocacy, Business, and Community (ABCs)*.

Committee Priorities:

Advocacy-Low

Business-Medium (information sharing)

Community-High (networking)

Mission

The Committee aims to understand the challenges faced by the industry by communicating with its members, providing insights, sharing sessions, and networking opportunities across various industries to help overcome these challenges. Additionally, the Committee strives to make the AmCham China community vibrant by delivering various activities.

Main Activities

Core members draft the Media and Entertainment Chapter for AmCham China's *White Paper* to address the industry challenges.

Conducting interviews with M&E members to understand the impact of decoupling on the Media and Entertainment industries in China and the US, issuing a report to better represent our members' voices.

Hosting various activities to engage more members in the AmCham China community.

Hosting joint-event with other committees to active more members engaging with AmCham activities.

Leadership



Co-Chair:

Charles Shi,
Universal Beijing Resort

Member Profile

Committee Subscribes

>250

2023 Committee Strategic Focus

Advocacy (A)	Business (B)	Community (C)
Low Priority	Medium Priority	High Priority
<p>Meet with local and provincial governments to promote people-to-people engagement while offering recommendations to both the Chinese and American governments.</p> <p>Draft Media and Entertainment Chapter for AmCham China <i>White Paper</i>.</p>	<p>Cooperate with members to develop regular events and seminar discussions to share industry insights, reports, and overall market trends.</p>	<p>Create members networking opportunities by hosting mixer events. Engage more members into AmCham China community.</p>

2023 Working Plan (Subject to Change)

Q1	Q2	Q3	Q4
<ul style="list-style-type: none"> Make annual plan with Committee Chairs Submit <i>White Paper</i> M&E Chapter 	<ul style="list-style-type: none"> Regular Committee event 	<ul style="list-style-type: none"> Committee mixer 	<ul style="list-style-type: none"> Regular Committee event <i>White Paper</i> M&E Chapter drafting meeting

Active Committee Members

Warner Bros.	Motion Picture Association	Dow Jones
Universal Pictures	Legendary Pictures	Condé Nast China
Universal Beijing Resort	Disney	Bloomberg