

9th China Art Festival



How to promote Chinese productions
in the European market

Gerhard Feltl

Guangzhou

May 13th, 2010



Present Austria - Former Austro Hungarian Monarchy Sphere of Business Influence



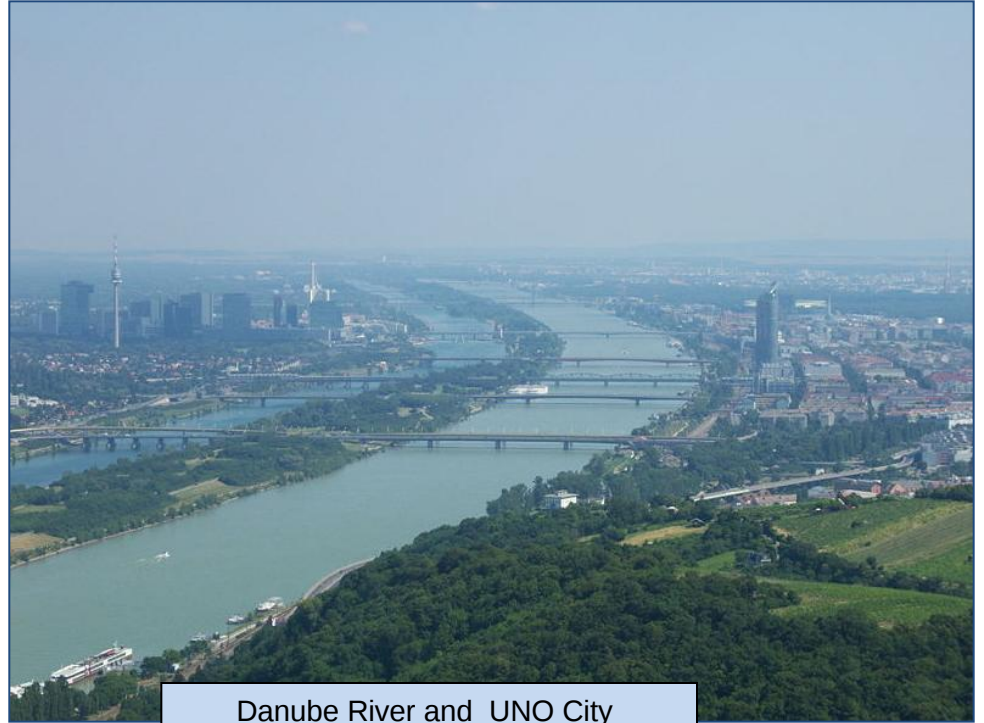
Vienna, Austria



Belvedere



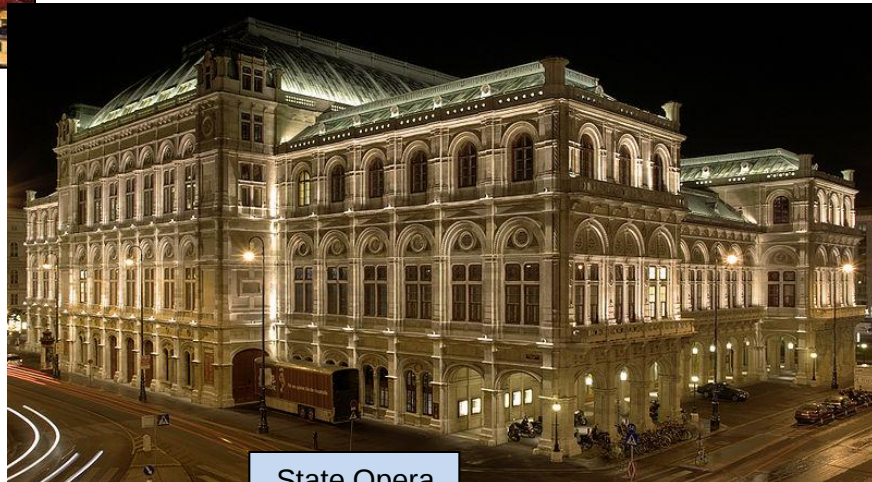
St. Stephen's



Danube River and UNO City



Schönbrunn



State Opera

Vienna Art Festival



Johann Strauss



Musikverein



Konzerthaus

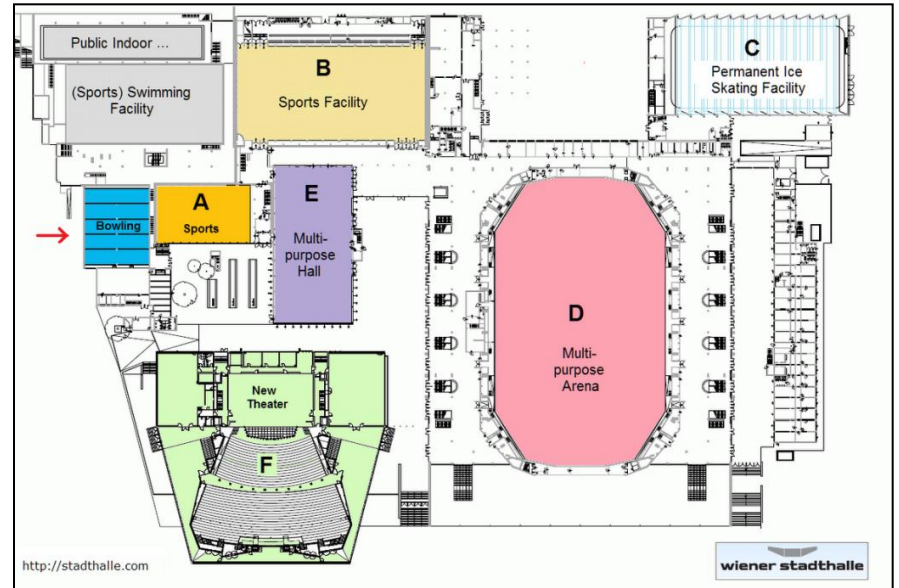


City Hall

Wiener Stadthalle



Large Arena (< 18.000)



Site Plot

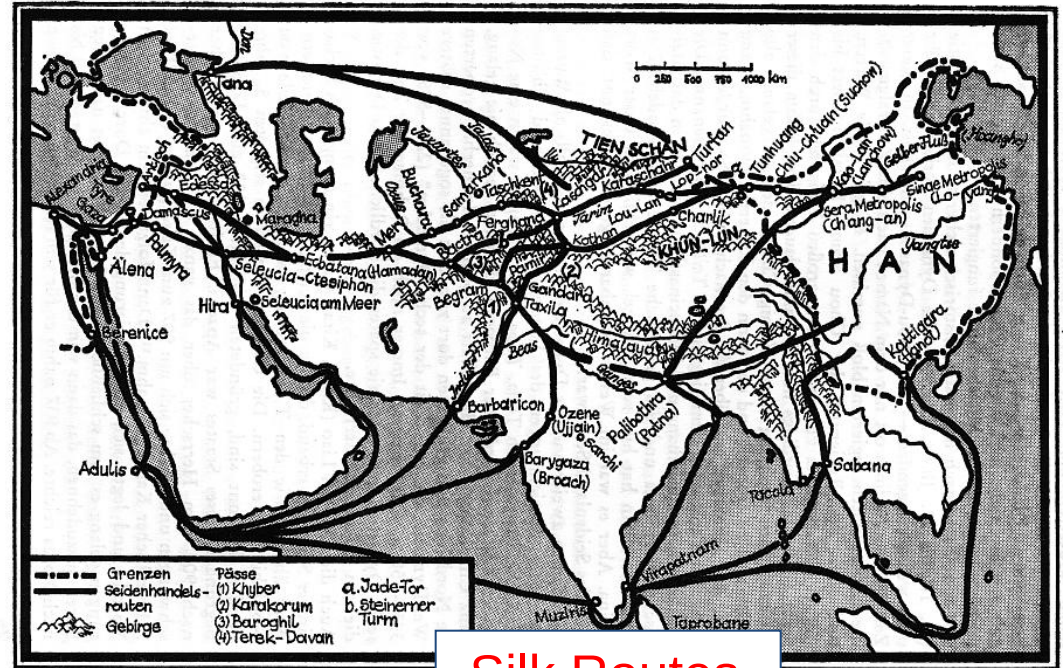


Holiday on Ice



Small Arena (~ 2.000)

Austrian Merchant Ship



Silk Routes



Imperial Flag 1722



New Flag 1786



Captain's Patchwork

Vienna World Exhibition 1873 – Shanghai Expo 2010



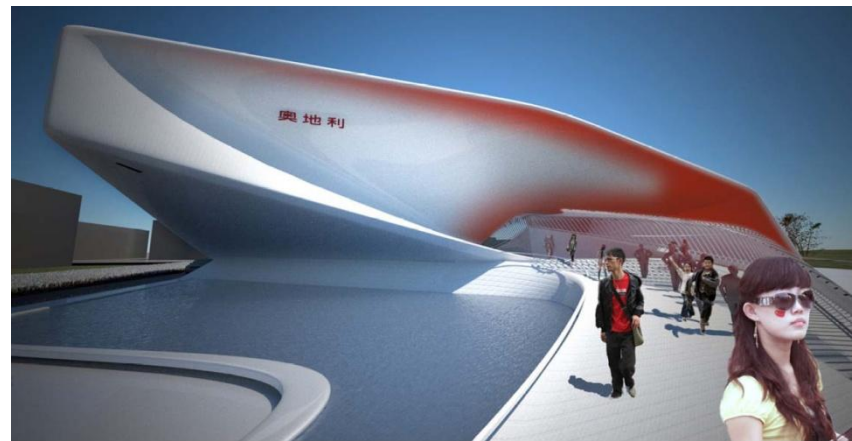
Central Hall („Rotunde“, 84 m high)



Chinese Section 1873



[Chinese Pavilion 2010](#)



[Austrian Pavilion 2010](#)

Leading Venues in Europe

30 Venues – 400.000 Seats – 20 Million Tickets sold annually



1	ARENA	CITY	max.cap.
2	O2 Arena	Prague	21.000
3	Atlantico Pavilion	Lisbon	20.000
4	Beogradska Arena	Belgrade	20.000
5	Palau St Jordi	Barcelona	17.960
6	Paris Bercy	Paris	17.000
7	O2 World	Berlin	17.000
8	Globe Arena	Stockholm	16.500
9	Arena Riga	Riga	16.152
10	Wiener Stadthalle	Vienna	16.033
11	Color Line Arena	Hamburg	16.000
12	Hartwall Arena	Helsinki	15.500
13	Palacio Vistalegre	Madrid	14.000
14	Scandinavium	Gothenburg	14.000
15	NEC Arena	Birmingham	13.071
16	Siemens Arena	Vilnius	12.500
17	Wembley Arena	London	12.500
18	Spaladium Arena	Split	12.300
19	Olympiahalle	Munich	12.000
20	Palalottomatica	Rome	11.500
21	AG Hallenstadion	Zurich	11.500
22	Mediolanum Forum	Milan	11.200
23	Saku Arena	Tallin	10.500
24	Ahoy Rotterdam	Rotterdam	10.374
25	SECC	Glasgow	10.000
26	St Jakobshalle	Basle	10.000
27	Fonix	Debrecen	10.000
28	Vorst Nationaal	Brussels	9.000
29	London O2	London	8.200
30	The O2	Dublin	5.000
31	TOTAL		390.790

Shows of all kinds: Pop, Rock, Musical, Dance

New York



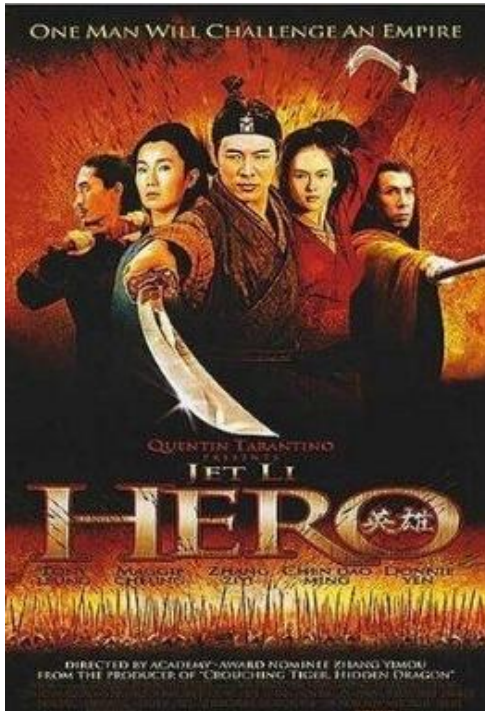
London



Vienna



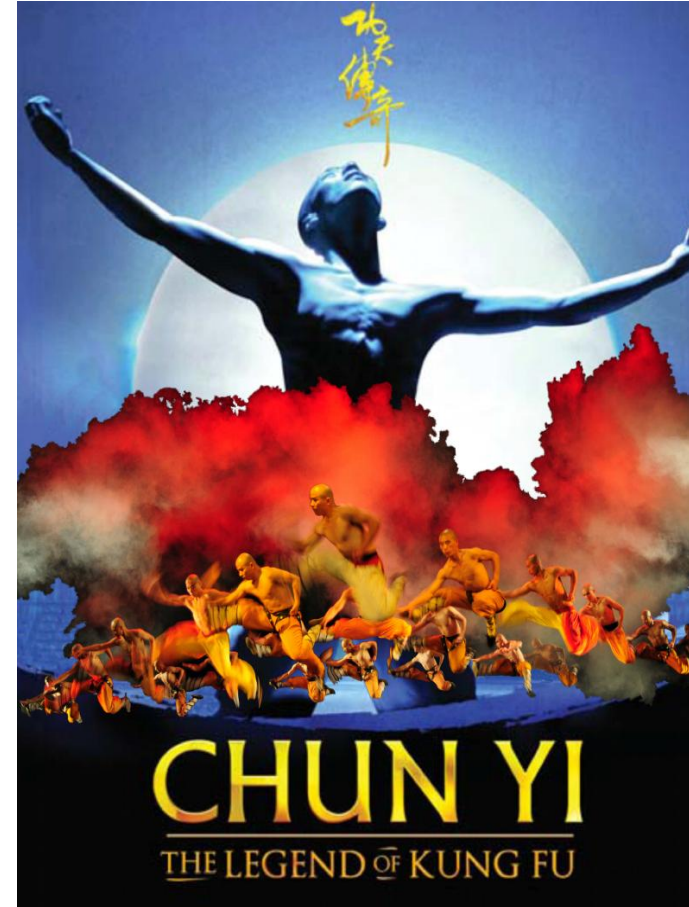
Chinese Success Stories



The Curse of the Golden Flower



The House of the Flying Daggers



European Scoreboard
Top 10 Movies 2002/07

(admissions in million):
Ying Xiong (Hero) – 3.5
House of Flying Daggers – 2.3
Curse of the Golden Flower – 1.8

How to succeed in the customer-driven market



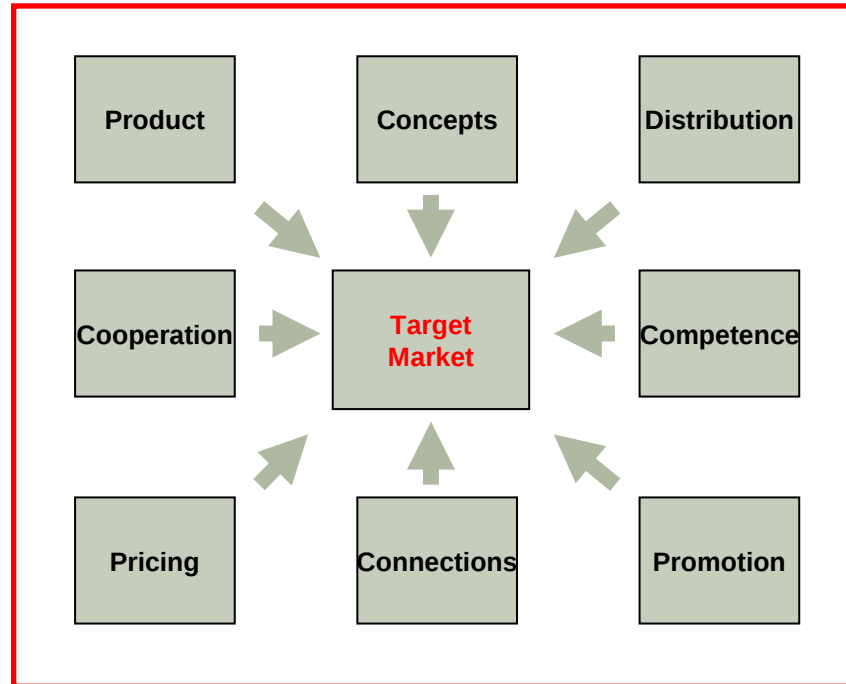
Targeted quality



Coproduction



Competitive Pricing



Positive Branding



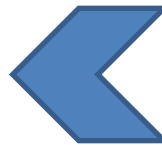
Effective Advertising

Modern Electronics
Economic Growth
Chinese films
Shanghai Expo Cheap Workbench
Circus Olympic Games
Peking Opera Shaolin Monks

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Developing the Chinese Image in Europe

Product Quality
Branding
Marketing
Cultural Exchange
PR and Advertizing



The Master said,

If names be not correct, language is not in accordance with the truth of things.

If language be not in accordance with the truth of things, affairs cannot be carried on to success.

When affairs cannot be carried on to success, proprieties and music do not flourish.

Confucius, Analects, Book 13

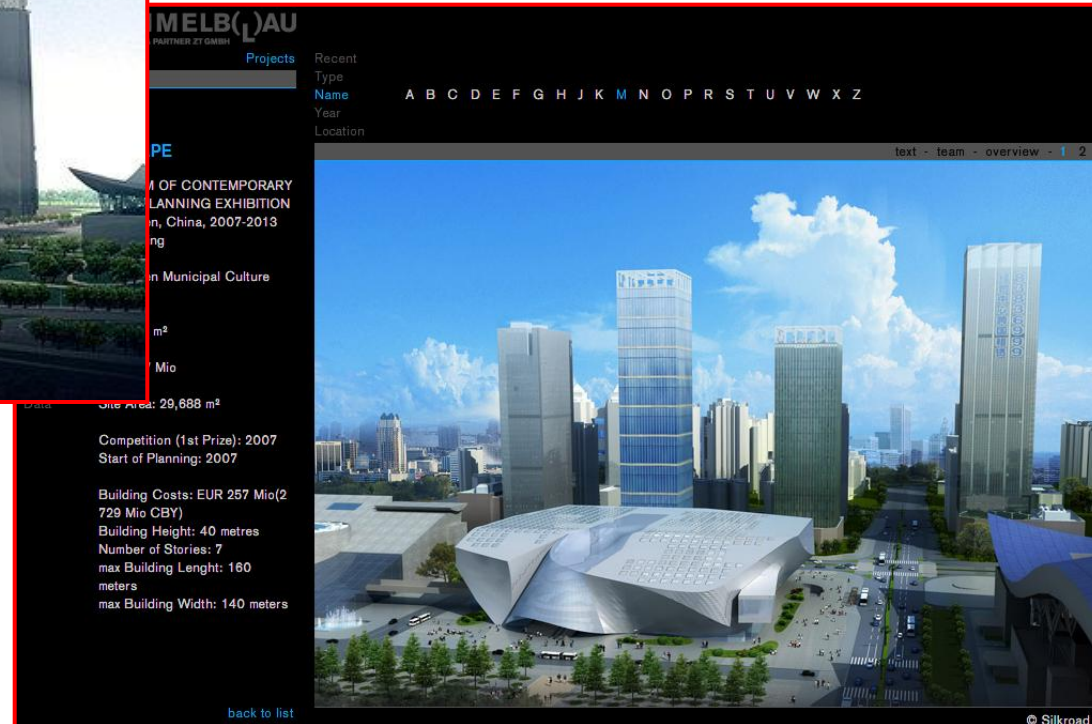
New Architecture and Cultural Exchange



Office Tower Shenzhen
Hans Hollein - new ecological concept

Various initiatives for
cultural exchange

Vienna Boys' Choir Asia Tour
Vienna Philharmonic Orchestra
Exhibition about Joseph Haydn
Dance Ensemble „Liquid Loft“
Joint School of Music / Conservatory Beijing

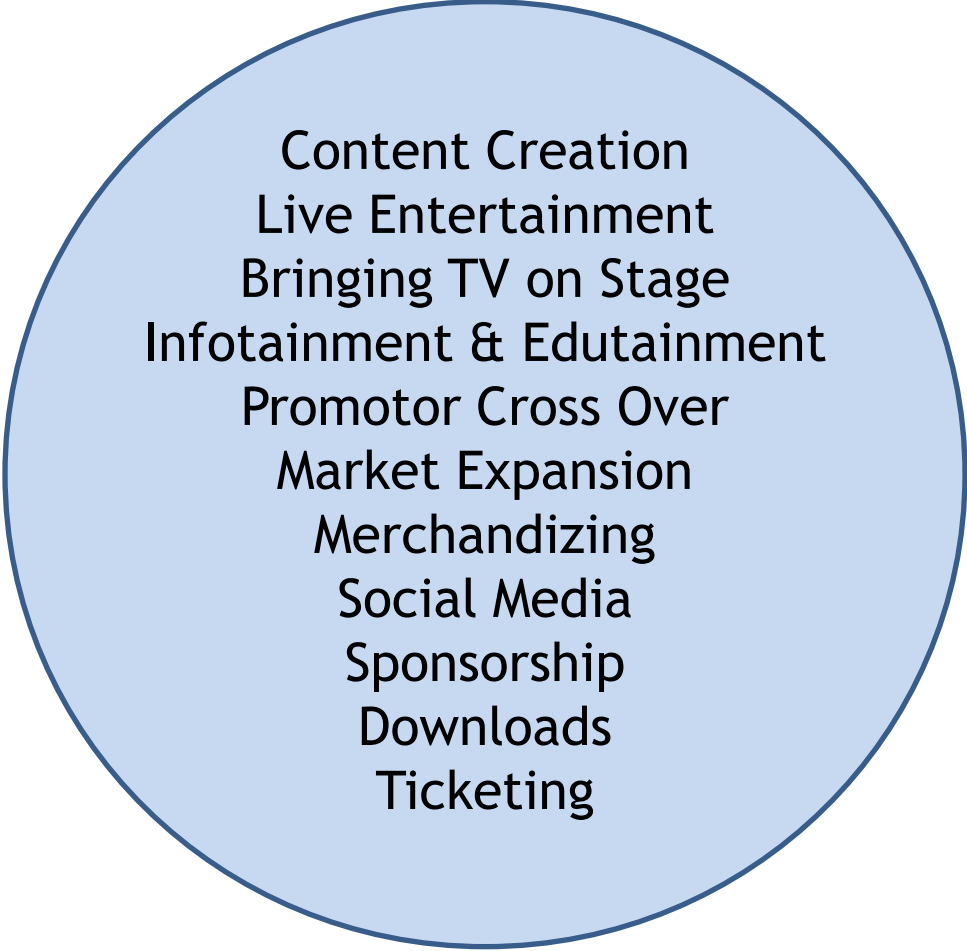


Art Museum Shenzhen
Coop Himmelblau
100.000 sqm floor space

Chinese World Class Productions



Future Trends – A glimpse into the crystal ball



Content Creation
Live Entertainment
Bringing TV on Stage
Infotainment & Edutainment
Promotor Cross Over
Market Expansion
Merchandizing
Social Media
Sponsorship
Downloads
Ticketing

**Thank you
for your kind attention**

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