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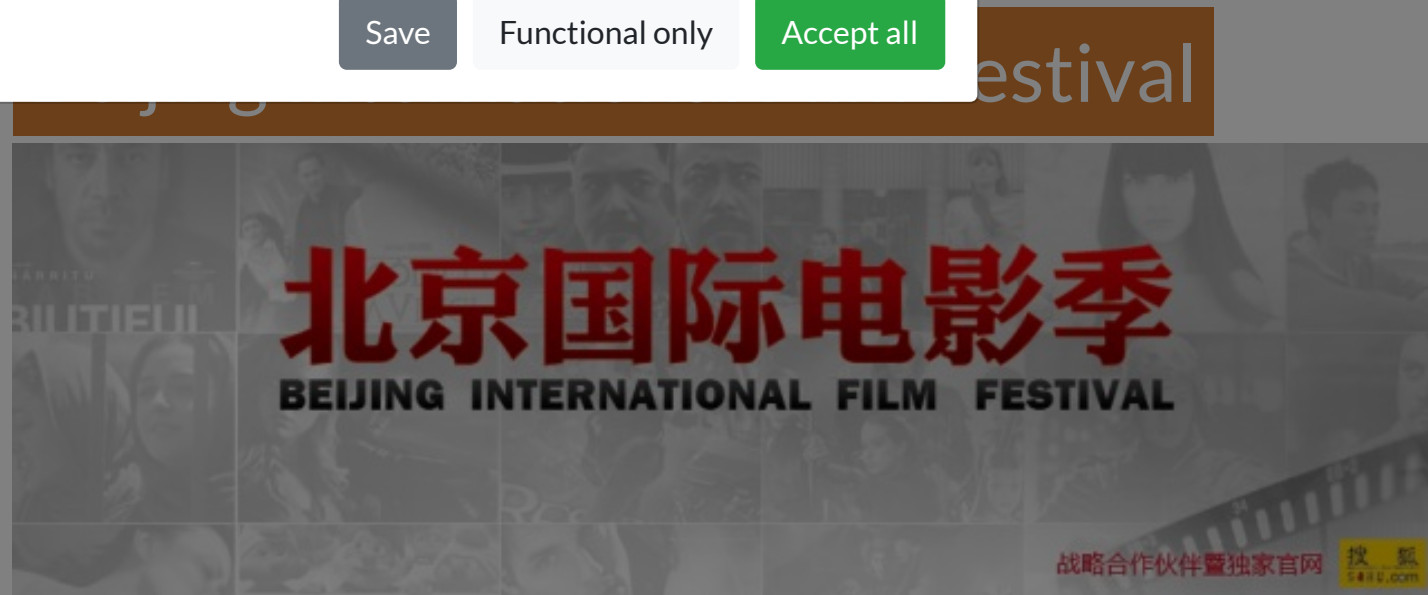
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The Beijing International Film Festival is held by the State Administration of Radio, Film and Television and the Beijing Municipal Government. BJIFF aims to provide a platform for exchanges and transactions for domestic and overseas films.

BJIFF is intended to be held in April every year. The first BJIFF is scheduled from April 23rd to 28th, 2011. It comprises the Opening Ceremony, Beijing Film Extravaganza, Film Magic·Beijing Forum, Beijing Film Marketing Negotiation, Film Music Concerts and Closing Ceremony. Also including "See the World through Films" Short Documentaries Collection, Logo and Poster Collections, Image Ambassadors Selection, Film Collectibles Exhibition and other related activities. Meanwhile, Beijing College Student Film Festival, Beijing Youth Public Welfare Film Festival, Beijing Ethnic Movies Show will also be held.

Beijing Film Marketing Negotiation is dedicated to creating a market mechanism for transactions and cooperation regarding film creativity, scripts, projects, technologies, equipments and relative products, providing a platform for domestic and overseas film agencies to negotiate, cooperate, communicate and transact. Beijing Film Marketing Negotiation comprises events of Project Negotiation, Chinese Film Promotion ("Beijing Screening") and Film Investment and Financing Salon. It will optimize and integrate resources for the joint connections between the film art and capital, technology and talent, and for the deep and intensive cooperation between different aspects of the film industry.

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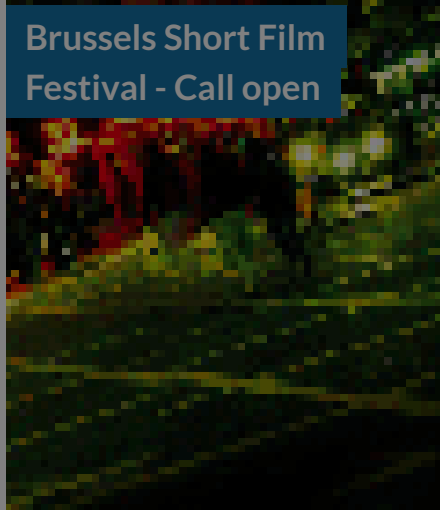
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