

# CINDY LI



## **Cindy Li – Director, JIA Films**

Cindy Li is a producer and director from Shanghai, China, who relocated to Canberra in 2012. She is the founder and director of film production company JIA films.

After her start in the Chinese film industry as an actress, Cindy switched career paths to work behind the lens for more than ten years. She has produced hundreds of hours of broadcast television and film for Chinese and international markets. Through her work on international co-productions, she has developed specialist production and project management skills in the international context.

After moving to Australia, Cindy developed a film and television production model focused on co-productions between Australia and China. In early 2015, she signed memorandums of understanding with a number of major Chinese production companies to facilitate ongoing cooperation on international co-productions.

Cindy's recent achievements include being selected as a finalist in ACT Chief Minister's Export Awards and winning a business award from the NSW chapter of the Hong Kong – Australia Business Association.

Cindy is currently developing several Australia-China co-production films and TV series concepts in collaboration with Australian and Chinese partners. Her first \$30m co-production film with China will be in production next year.