



**CGGE**  
數譜環球

# Media Kit

數譜環球有限公司

CG Global Entertainment Limited

聯絡 **Contact:**

[info@cgge.media](mailto:info@cgge.media)





CGGE  
數譜環球

# Our History



# Decades of creativity, technology development, investment, and education experience



## China's first professional CG training institute

Launched the Shenzhen University Institute of Digital Media Technology, produced Thru the Moebius Strip, which established China's computer graphics animation industry

## Listed CG Production and Tech Company

Founded by the production team of Thru the Moebius Strip, a Hong Kong listed company (8271.HK) that continues to train talent and produce animated and virtual human artworks

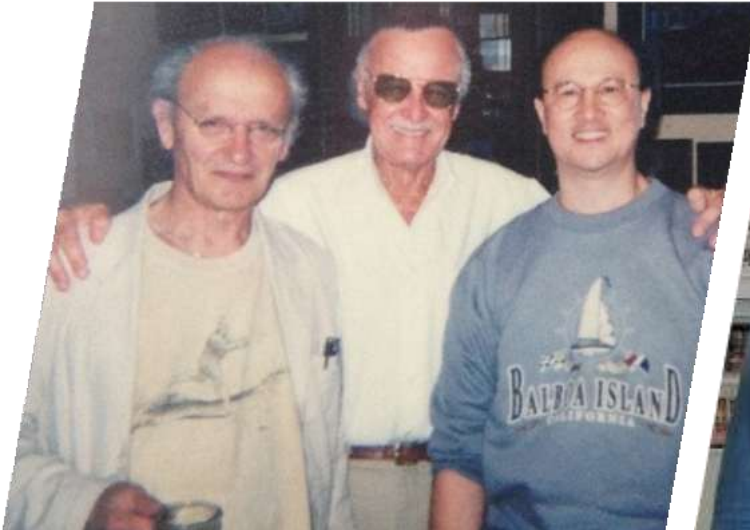
## Master's Course at Nanyang Technological University

Received funding from MDA and WDA in Singapore to start a scholarship program for Games Research and Development, creating Baja: Edge of Control

## First CG animation production in Hong Kong

Created CDMT in 1998, with City University of Hong Kong, to nurture local computer graphics talents; continues to train 1000 students per year for the industry

# Decades of creativity, technology development, investment, and education experience



CGGE Founder, Raymond D. Neoh, with CG Veteran Stan Lee (Marvel) and Jean “Moebius” Giraud



CGGE Founder, Raymond D. Neoh, with Inventor of Blender - Open-Source CG Software - Ton Roosendaal

# Our Credentials – Strong Connection to the Creativity and Computer Graphics Industry

Online and offline multi-channel publicity





CGGE  
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# Media Catalog



# Print Media – Animation Global Magazine

## ANIMATION GLOBAL<sup>®</sup> MAGAZINE

INTERNATIONAL AI AND CREATIVITY CONFERENCE 2025: DEC 11-14



Animation Global Magazine with annual readership of 5,000+ CG industry professionals

- The Industry's Most Influential Publication, distributed in Greater China, USA, and Int'l Events
- In-Depth Coverage of Global Trends in Animation, VFX, Gaming, and Beyond
- Exclusive insights from industry experts and thought leaders
- Frequency: Annual, with Event Special Issues
- Reach: 5,000+ CG industry professionals

# Print Media – Animation Global Magazine

## Featured Interviews

### Dr. Scott Ross: Intersection of Technology and Storytelling in Filmmaking



By: Elife Zhang, Timothy Tan

**D**r. Scott Ross, a veteran of the filmmaking industry, sat down with us for an in-depth conversation about his thoughts on the current state of VFX and animation.

I got really interested in China as a market years ago. I remember someone telling me that I needed to watch the really funny movie called *Lust in Thailand*, but I didn't understand it at all. I was like, "What's going on?" It wasn't until I saw *Lust in Thailand* that I started to get it. That's when I realized the importance of local

might be funny in the West might not resonate with an Asian audience, and vice versa.

**Q: Can you tell us more about your vision for a competition that caters to both Chinese and Western audiences?**



state of animation, particularly with the rise of TikTok and other social media platforms?

I don't want to see another TikTok video about a cute kitten. I want to see real movies that teach us something about the human condition, that make us laugh or cry. These younger technicians are not really content creators. They're just people who know how to use software to create images.

**Q: How do you think AI can be used in animation?**

AI has the potential to revolutionize animation, but it needs to be used responsibly. We need to focus on creating great stories and characters that have value, rather than just relying

on storytelling, creating something that moves people, that makes them feel something.

**Q: Can you tell us more about your idea of taking existing IP and curating it for digital creators?**

I think this is a great way to deliver value to these young creators. If we take great existing stories and characters and give them to these creators to work with, they can focus on bringing those stories to life using AI or other technologies.

**Q: What's your take on the current state of animation education?**

It seems like a lot of schools are focusing too much on teaching technical skills rather than storytelling. We need to not

enhance our stories and characters, then I think we'll see some amazing things in the years to come.

Scott Ross is a visionary who has been at the forefront of animation for decades. His insights into the current state of animation and the vision for the future are both timely and thought-provoking. As the industry continues to evolve, it's clear that storytelling will remain at its core, but with the help of technology, we can take our stories to new heights.

The full interview can be found on [www.aecchina.com](http://www.aecchina.com)

# Print Media – Animation Global Magazine

## Branded Content

### Fox Renderfarm Exclusive Interview When Architecture Meets Dark Arts: John's Bewitching CGANDWE Triumph



By: Cloudy Poon

**M**et John, a Hong Kong-born architect turned digital artist who's conjuring up extraordinary visions in London's CG scene. His journey from traditional architectural tools to the spellbinding world of Cinema 4D and Houdini began during the 2020 lockdown, where isolation sparked a creative transformation. What started as a personal

passion for cinematic visuals, John's work captivates audiences by bridging the gap between structural design and digital artistry.

Join us as we explore how this innovative creator brings his haunting visions to life and continues to push the boundaries of 3D art.

**Fox Renderfarm:** Hi, John! It's great to have you address what I think was behind

architectural designs to life. After years of using these tools, I hit a bit of a creative wall with their rendering limitations. That was when I discovered Cinema 4D and Houdini, and wow – it was like stepping into a whole new creative universe!

The COVID lockdown in 2020 became my turning point. Back at home, I decided to challenge myself. I started diving deep into 3D software, creating and sharing my personal 3D creative realm. It was

**John:** I created this spooky Halloween-themed CG render as part of a challenge, spending about three weeks bringing it to life. The whole project was a playground of creativity, mainly using Houdini, Character Creator, iClone, and Redshift.

Honestly, it was as much about learning as it was about creating. I used the project to push my skills – figuring out how to create realistic hair in Houdini, getting the hang of posing multiple characters in iClone, and experimenting with a bunch of new techniques I'd been wanting to try out.

**Fox Renderfarm:** What inspired you to focus on the concept of "Bewitched" within the broader theme of Halloween? What was the initial spark for this piece?

**John:** I wanted to break away from my usual fantastical style, creating something more grounded and real. While scrolling through Pinterest, I stumbled across these haunting village photos that sent chills down my spine – like ghostly figures lurking in the background or groups of people with blank, featureless faces staring straight into the camera.

**Purefil Inspiration References:** These images sparked something in me. I wanted to capture that same unsettling vibe – something eerie that feels so convincing it could pass for an actual haunted photograph. The goal was to create a render that would make people double-take and wonder if what they're seeing is real.

**Fox Renderfarm:** Can you walk us



through your creative process for this project? How did you approach the 3D modeling, texturing, lighting, and overall composition?

**John:** Early on, I made a key creative decision: I fixed the camera at eye level and shot straight on at the main character. I deliberately kept the frame tight, only showing part of the environment. This approach let me focus on modeling just the details that would actually be in focus.

My creative process is all about constant experimentation. Once I locked in the basic relationship between the camera, characters, and environment, everything

else was fair game. I love playing around - trying different character poses, shifting the lighting, and exploring various color palettes. It's like a playground where I keep refining the elements until something clicks.

I started by building the characters in Character Creator and getting their poses just right in iClone. The clothes were made by Marius Designer. Then I brought everything into Houdini, where the real magic happened - adding hair, texturing, lighting, and building out the architectural elements.

**Fox Renderfarm:** The hellfire and alighted figures create a very atmospheric and dramatic scene. What techniques did you use to achieve that eerie, supernatural vibe?

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# Front/Back cover feature in the Animation Global Magazine

**Quotation: RMB 300,000 / 1PP**

Page Size: 200mm width, 250mm height

INTERNATIONAL AI AND CREATIVITY CONFERENCE 2025: DEC 11-14

## ANIMATION GLOBAL

JULY 2025 US\$9.00 RMB¥0.00

### IAICC 2025

CONVENING WORLD LEADERS  
IN AI AND CREATIVITY

### ANIMATION IN CHINA

NE ZHA: DEMON CHILD CONQUERS  
THE SEA | FULI, TIGER PUNCH |  
CROUCHING DRAGON

### GCGPS

NEW PROPOSAL FOR AN OPEN-SOURCE  
CG PRODUCTION STANDARD

### REDEFINING WORK IN THE AI AGE

CITA: CREATIVE INTELLIGENCE  
TECHNICAL ARTIST

### BLENDER IN CHINA

INTRODUCING THE BLENDER  
COMMUNITY IN CHINA



CGGE

**Quotation: RMB 200,000 / 1PP**

Page Size: 200mm width, 250mm height

## DREAMERS STUDIO

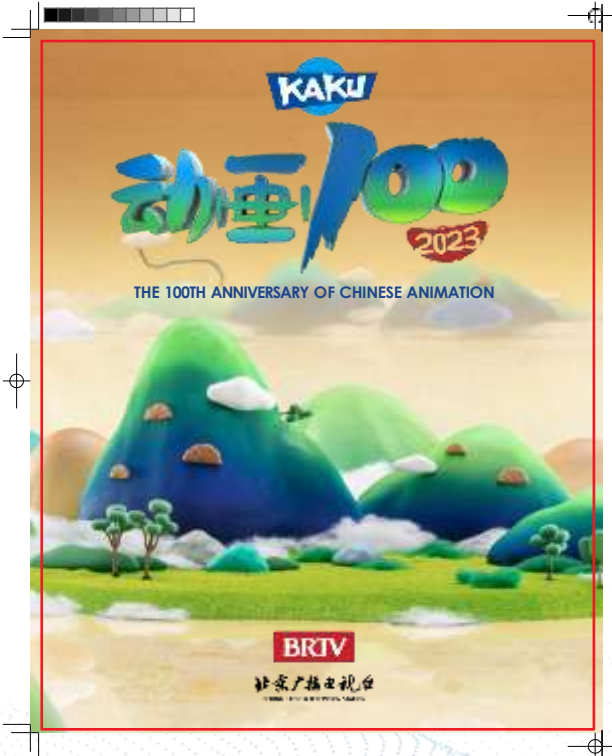
The Biggest Animation Films Distributor  
and Producer in China



# 1 page of advertisement in the Animation Global Magazine

Page Size: 200mm width, 250mm height

Quotation: RMB 60,000 / 1PP





DEC. 2023 • SPECIAL

**COMMEMORATING THE 100TH ANNIVERSARY OF CHINESE ANIMATION**

47 Commemorating the 100th Anniversary of Chinese Animation: Ailing Suo – Documentary Series Animation 100

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49 Aerolle Technology: The Small Team Who Envisions a Future of Big Changes

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51 Dreamers Studio: Laying the Groundwork for the Future Animated Film Market

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53 Vincent Yeung: The Ambassador of Virtual Reality

54 Webtoon: A New Direction for South Korea's Culture Export

55 My Supaphero: Greek Animation!

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66 The Sky Of China's Yangtze River: Dance With The Infinite Possibilities

**Digital Economy Case Technology Series**

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71 Empowering Our Future: Leadership in Emerging Education Under the New Digital Paradigm

72 The Brand New Blender: Sudo: Now in Chinese

73 Fostering Tomorrow's Leaders: Blender 3D Education Edition

74 Future Animation: Sudo! Blender Attention Competition for Children

75 Introducing Blender 4.0: A Leap Forward in 3D Animation and VR

76 Gotta Know Blender For Your 3D/VR Design Needs!

77 Guided The Game Engine with The Friends!

78 Write The Transcending The Digital Drawing Methods

79 GMP & Interscope Powerful Digital Image Processing Software

80 The Next-Generation Multimedia Digital Transformation

81 Emerging Trends in the Digital Economy: Industry Intelligence

82 Analyzing Business Models: Identifying Business and Individuals in the Digital Age

83 A Conversation with the Renaissance Master: Plato and the Future of Artificial Intelligence

84 Hong Kong Legislative Council Dr. Jimmy Ng Talks About Hong Kong's Path to Becoming a Digital Hub

85 Conversing With Fong Wong: Hong Kong's Tech Services Innovation Hub's Founder at Multimedia Digital

[www.pwncn.com](http://www.pwncn.com)

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December 2023

# 2 pages of editorial in the Animation Global Magazine

Page: Size 400mm width, 250mm height

Quotation: RMB 100,000 / 2PP



## ERIC CHENG KIN-WO MASTER ARTIST TAKES HONG KONG COMICS TO THE GLOBAL STAGE

BY ANN LEE  
TIMOTHY TAN

**E**ric Cheng Kin-wo is a Hong Kong comic book creator and animator. He is the author of the classic comic series *Journey to the West*, which is one of the most popular comic books in Hong Kong. His work has been adapted into a 15-episode 3D animated webseries *The Wensheng* by Tencent Pictures and Bman Culture. The series has been renewed for its 4th season, and has been regarded as the "pinnacle of Chinese comic and animation". Having won the Bronze Prize at the International Comic Book Awards in Japan, better known as the "Nobel Prize" in the international comic book industry, his passion for comic book creation is deeply imprinted in every brushstroke, character, and frame that he offers to readers on a weekly basis. Although his team will be disbanded in 2023 due to insufficient comic sales, his brilliant story highlights the overlooked potential of Hong Kong comics, and unparalleled creativity of Hong Kong



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ANIMATION Global Magazine



**Cheng:** There are some projects that I've done that have left a strong impression on me. The first is signed on my previous projects. The second one is *Where Deer Meets Serial Killer*, which is my first attempt at short films. I've done a few more since then, but I've never done anything like *Bis* before, so I think it's a rather bold attempt. There is also *Journey to the West*, which led to more people in Mainland China learning about my work.

**CGE:** Can you tell us the story behind the creation of *Journey to the West*? Or the inspiration behind it?

**Cheng:** At the beginning, I had a very interesting idea. *Journey to the West* is not a new story, many people have adapted it. Despite all the changes I've seen, all of them were about the pilgrimage to the West, but it seemed like no one had ever talks about what happened after the Sutra was retrieved, so why don't I create something from this perspective? I wanted to try to develop this concept into a story, and I have been working on it for many years now.

My story is about what happened after

the brothers reunited after they came back from the Western pilgrimage. I was responsible for the storyline, the storyboards, and Tang Chi Fai was responsible for illustration.

*Journey to the West* is more of a traditional Hong Kong comic book, where James Wong established the creative process. Our process goes: I think of the story first, and then I make a draft. Then my colleague will work on the scenery, the flowers, the weapons, and so on; afterwards, we tidy up the draft, erase the pencil marks, clean it up a bit, and then scan it with the machine. The original is scanned into the computer, and the black and white lines are then taken to a colleague for computer analysis, and then coloured and sent to the printer, this completes the process.

We still draw by hand, so we can leave a manuscript, but if we go all electronic, the work will only be an electronic file. Nowadays, young people mainly draw on computers or tablets. Both media are good in their own way: computers are faster and more convenient, but there is no such thing as an "original copy", which has its own charm.

**CGE:** Covid-19 had a big impact on the Hong Kong's comics industry, how do you think the industry should tide over this difficult time?

**Cheng:** I think we still need to transform; it's getting more and more difficult for us to sell comics on the street. There are several aspects, firstly, the number of outlets is decreasing.



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December 2023

# Online Media – AWNCHINA.CN



**WeChat**



**Sina Weibo**



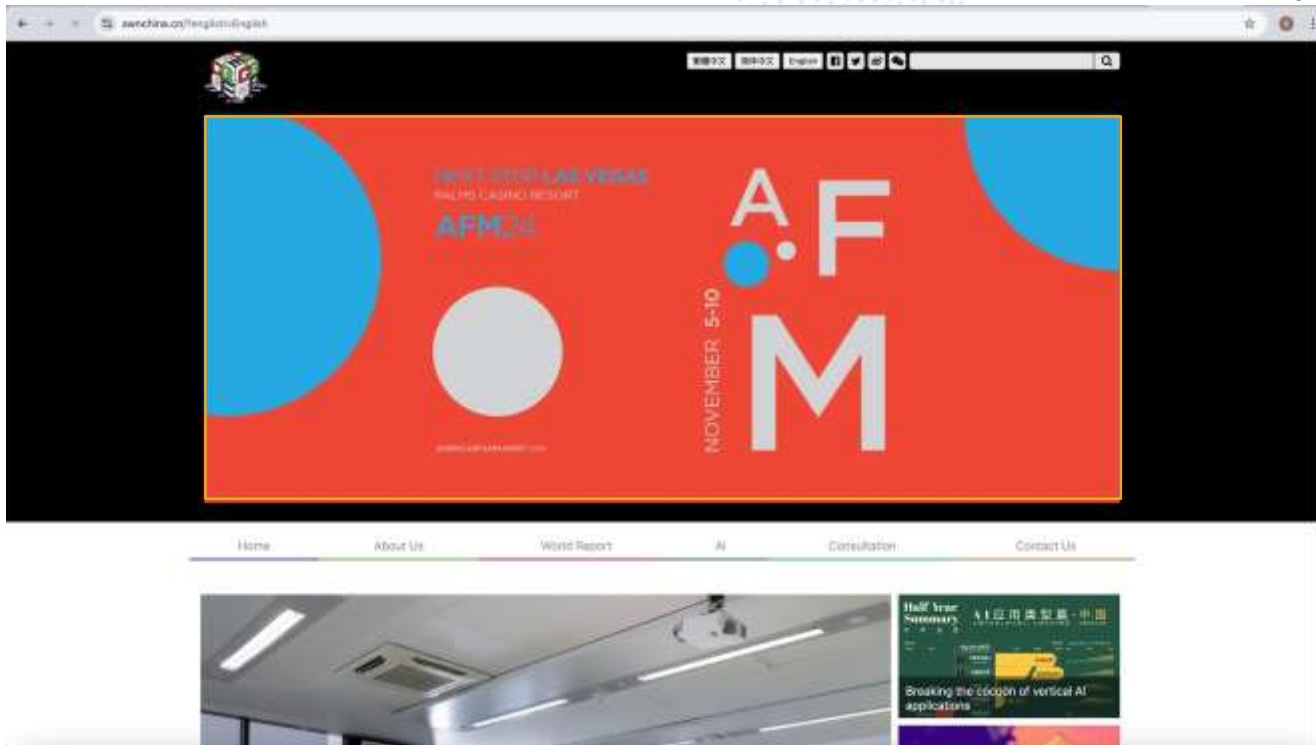
## **AWN China: Your Gateway to China's Digital Media Market**

- AWNCHINA.CN is a platform to provide the latest global animation industry news and developments of domestic enterprises and professionals
- Instant access to market trends, policy updates, and business opportunities in China: Market Entry Strategy; Industry Reports; Business Matchmaking
- Authorized partner of Animation World Network in Greater China
- Frequency: Daily updates
- Reach: 40,000+ monthly views in USA, China, and ROW

# Banner advertisements posted on the AWNCHINA.CN website

Banner Size: 1218 pixel width, 450 pixel height

Quotation: RMB 50,000 / 30 days





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# Events



# Reporting on and co-organizing global events



## Recent Event Coverage

- 21<sup>st</sup> China (Shenzhen) ICIF, Shenzhen, China
- Anney Festival 2025, Anney, France
- CICAIF 2025, Hangzhou, China
- FILMART 2025, Hong Kong SAR, China
- SIGGRAPH Asia 2024, Tokyo, Japan
- SIGGRAPH 2024, Denver, USA

# IAICC

国际人工智能及创意大会  
International Artificial Intelligence and Creativity Conference

# 2025

SHENZHEN, CHINA  
11 - 14 December, 2025



CREATIVE  
TECHNOLOGY  
CONVERGENCE

Organizers:



CGGE  
數譜環球

# Pioneering AI technology leads cross-border collaboration

China to showcase AI achievements, join hands with international partners to move forward together

Despite the restrictions on global AI service and hardware, China's AI developments have flourished. Our mission is to create a platform of exchange to connect the top minds in China and the rest of the world to explore the future of AI, especially its impact on the creativity sector.



Qwen

Qwen-72B-Instruct



文心一言

YiYan by Baidu



Moonshot AI

KIMI by Moonshot AI



Pangu by Huawei

**238**

LLMs developed

**1189**

AI companies established

**2 trillion USD**

Generative AI market value,  
according to McKinsey  
estimates

# AI + Creativity = Creative Tech Convergence

## Event Details

Location: Shenzhen, China

Date: 15 -17 November 2024

Organizers: Shenzhen Research Institute The Chinese University of Hong Kong

CG Global Entertainment Ltd

Coordinator: CUHK Shenzhen Research Institute Company Limited, CG Global Entertainment Ltd

Exclusive Industry Partner: Shenzhen Digital Creative and Multimedia Industry Association

Exclusive Cloud Partner: RAYVISION, Renderbus,

Collaborators: Institute of Digital Media Technology (Shenzhen) Limited, Shenzhen Dagan Technology Co. Ltd., DECT TECH AI

Media Partners: FengShows.com, China Times, DotDotNews, AWNCHINA, 《Animatron Global Magazine》

Legal Consultant: Haiwen & Partners

## Supporting Organizations:

X-Lake Forum, Faculty of Engineering, The Chinese University of Hong Kong, Centre for Perceptual and Interactive Intelligence, Shenzhen Angel FOF Management Co., Ltd., International Digital Content Technology Alliance, Federation of Hong Kong Industries, Hong Kong Information Technology Industry Council, Hong Kong Computer Industry Association, Hong Kong Game Industry Association, Hong Kong Digital Entertainment Association, Hong Kong Comics & Animation Federation, Krystal Institute and Krystal Technology Ltd.

Organizers:



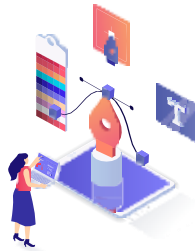
# 6

Keynotes



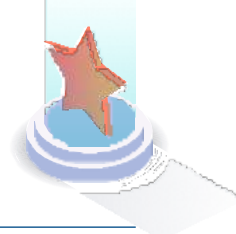
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Workshops



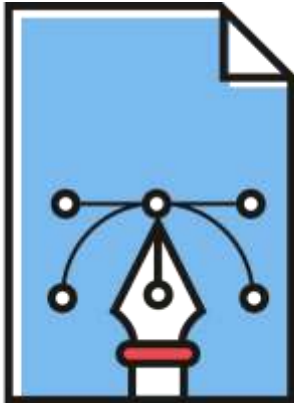
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Interactive  
activities

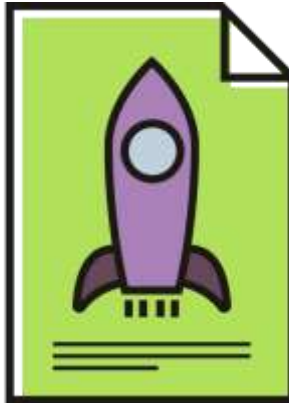


# A conference that brings top thinkers together from the East and West

The IAICC will create a platform of exchange that encourages international collaboration across fields of AI and Creativity



Preserve Human Creativity



Enhance Technological Autonomy



Connect top Minds Worldwide

## Ticket Price

### Plan

Ticket A  
Ticket B  
Ticket C

### Admission

15 Nov One-Day Pass (Blender Day)  
16-17 Nov Two-Day Pass (IAICC)  
15-17 Nov Three-Day Pass (Blender Day + IAICC)

### Price (RMB)

1,380  
2,880  
3,680

# Focusing on technology, rooted in the Greater Bay Area and looking towards the world

To build bridges that connect world-class thought leaders and outstanding talents, jointly fostering the vigorous development of China's innovative spirit



Co-hosted with Shenzhen Research Institute, The Chinese University of Hong Kong (Rank 36 of QS World Rankings 2025)



Access to the Greater Bay Areas consumer market with a population of 85 million and 50,000 cultural and creativity companies in Shenzhen



IAICC is expected to attract 50,000 high quality professional audience to attend and participate

# Shenzhen, China

## The leading hub of innovative technologies



- **Unparalleled market access opportunities** - Springboard to the Guangdong-Hong Kong-Macao Greater Bay Area, with population of 85 million
- **Strong policy support** - Shenzhen has been named as Artificial Intelligence Innovation Development Experimental Zone by the PRC Government
- **Rapid development capabilities** - Shenzhen has 1,920 AI companies, and is one of the fastest growing city in Southern China

Headquarters of top-notch companies in China :

腾讯  
Tencent

BYD

dji

# Global alignment to support the development of AI and creativity technology



香港中文大學深圳研究院  
Shenzhen Research Institute  
The Chinese University of Hong Kong

## Shenzhen Research Institute (SZRI) , The Chinese University of Hong Kong

The Shenzhen Research Institute The Chinese University of Hong Kong acts as a vital bridge between Hong Kong and the mainland. It leverages dual advantages in the field of AI, combining university resources with those of the Greater Bay Area, and widely establishes collaborative networks involving government, enterprises, research institutions, and academia.

In May 2007, with the support from the Shenzhen Municipal Government, The Chinese University of Hong Kong (CUHK) established the Shenzhen Research Institute (SZRI). As an important industry-academia-research base for CUHK in mainland China, SZRI embodies the CUHK's mission to integrate tradition and modernity, combining elements from both China and the West. Guided by the principles of objectivity, proactivity, support, and collaboration, the Institute applies the CUHK's research and teaching resources to practical endeavors. It serves as a platform for the integration of science and technology in the

Greater Bay Area, contributing to technological innovation, talent development, economic growth, and societal well-being in the Guangdong-Hong Kong-Macao region and beyond.

Shenzhen is one of the most innovative and dynamic cities in the Great Bay Area (GBA). By means of holding international symposiums, seminars, and workshops, SZRI has attracted talents from different fields all over the world gathered in Shenzhen, which would facilitate in providing a global vision and platform for academic seminars under preparation and promote the landing of international high-end technological achievements and projects. By the end of December 2023, SZRI has successfully held the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Forum, the first Great Bay Chinese Forum, the China-Israel Cooperative Innovation Forum, the International Symposium and Workshop of 3D Printing and Regenerative Medicine, and other international academic events. It has attracted active responses and participation from scholars from different countries or regions.

### Interdisciplinary AI research laboratories with shared excellence

SZRI acts a bridge to the following research laboratories, amongst others, to cultivate international partnership:

#### Multimedia Laboratory (MMLab)

Pub.: AAAI, IEEE/CVF CVPR, ECCV, NeurIPS

#### GSST-CUHK Joint Research Center for Media Sciences, Technologies and Systems

Pub.: IEEE/ACM TASLP, EMNLP, CHI, IEEE SLT

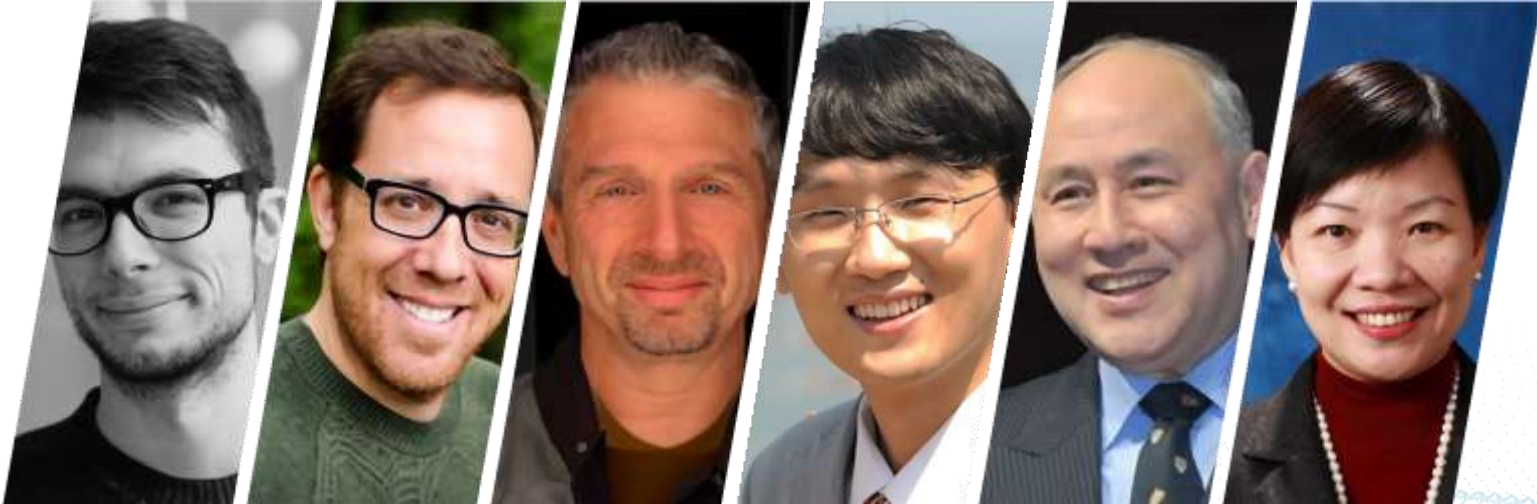
#### CUHK MoE-Microsoft Key Lab

Pub.: IEEE, ASRU, Interspeech, IEEE ICASSP

#### Centre for Perceptual and Interactive Intelligence

Pub.: ACL, IEEE ICDE, ACM ICMD, IEEE ICASSP

# Keynote Speakers



**Francesco Siddi**  
COO at Blender and  
General Manager at  
Blender Studio.

**Rob Minkoff**  
Director of The Lion King  
(1994),  
Stuart Little (1999) &  
The Forbidden Kingdom  
(2008)

**Dr. Scott Ross**  
Co-Founder of Digital  
Domain  
Former GM of Industrial  
Light and Magic  
Member of Academy of  
Motion Picture Arts and  
Sciences

**Prof. Jun Zhu**  
Professor in the  
Department of Computer  
Science,  
Director of the Basic  
Research Center of  
the Institute of Artificial  
Intelligence at Tsinghua  
University & IEEE Fellow

**Dr. Anthony Neoh, QC**  
Former Hong Kong SFC  
Chairman  
Former board member of  
The Chinese University of  
Hong Kong

**Prof. Helen Meng**  
Patrick Huen Wing Ming  
Professor of Systems  
Engineering and  
Engineering Mgmt, The  
Chinese University of  
Hong Kong

# Keynote Speakers



**Raymond Neoh**

Producer of China's 1st CG Feature Film, Thru the Moebius Strip (2005)  
Producer of Baja: Edge of Control



**Dr. John WK Leung**

Currently the Associate Vice-President (Knowledge Exchange) and Director of ICAPE at Hong Kong University



**Wayne Kennedy**

Senior Production Director of Blizzard Entertainment



**Dr. Ray Li**

Chief Advisor at QFOC, Board Director at public and start-up companies, Adjunct Associate Professor of Corporate Finance at the University of Hong Kong



**Wilson Chow**

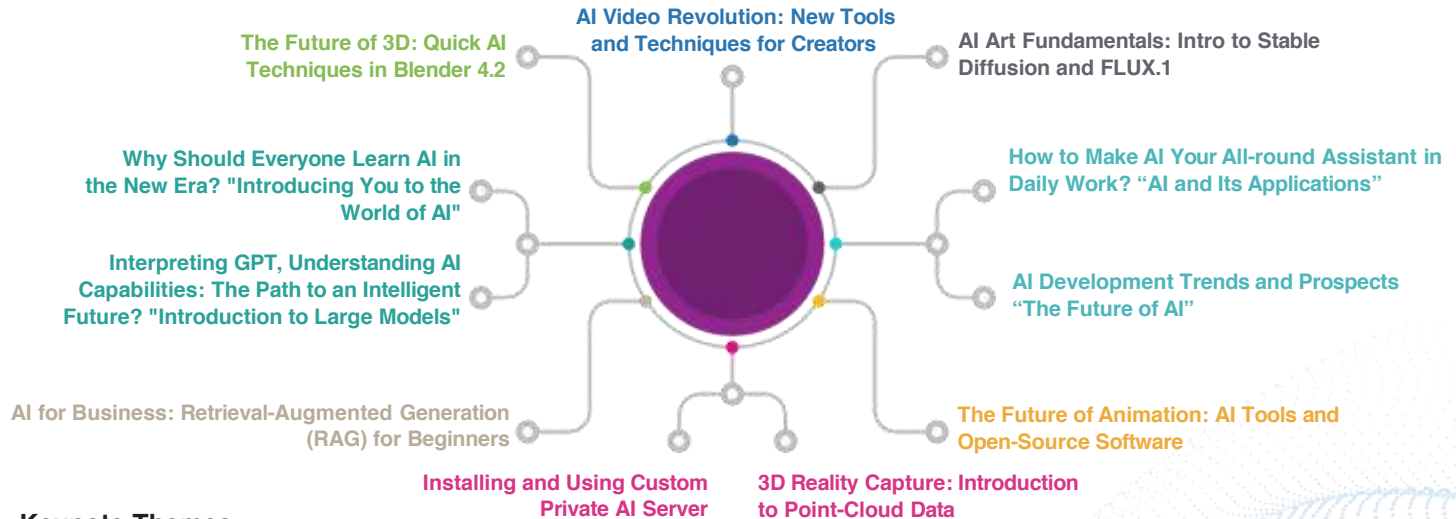
TMT industry leader of PricewaterhouseCoopers (PwC) and Artificial Intelligence leader of PwC in China



**Zhou Jian**

Qualified attorney of New York and a partner resident in Haiwen's Hong Kong office

# Speeches of thought leaders in the AI and Creativity fields



## Keynote Themes

- What is the role of **open-source development** in AI innovation and creation?
- Do we have sufficient **hardware** capabilities to fully support AI development?
- How will AI impact the production of **AAA films, games, and animation**?
- How do we preserve **human creativity** in the face of Generative AI?
- What will be the next tipping point in AI?
- **Artificial General Intelligence** – dream or impending reality?

# Introduction to course contents

## The Future of 3D: Quick AI Techniques in Blender 4.2

### Course Objectives

To introduce participants to key AI techniques in Blender 4.2, focusing on improving 3D modeling and animation workflows.

### Course Contents

1. Introduction to AI in Blender 4.2 (15 mins)
  - Overview of AI integration in Blender
2. AI-Powered Sculpting (20 mins)
  - Using AI to generate base meshes
  - AI-assisted detailing and refinement
3. Text-to-3D Model Conversion (20 mins)
  - Generating 3D assets from textual descriptions
4. AI in Animation (20 mins)
  - Implementing AI-driven rigging systems
  - Using machine learning for character movement
5. Advanced Rendering Techniques with AI (15 mins)
  - AI-powered denoising for faster render times

### Course Highlights

- Practical focus on AI tools to streamline 3D content creation
- Demonstration of real-world applications of AI in 3D production



**Olivier Amrein** is a software developer for Blender in the Netherlands. He has 24 years of experience in digital technology. He is a former artist specializing in storyboarding, editing, 3D environments, special effects, lens adjustment, digital video production and has worked for many major international companies. He has also spoken at international forums in several countries to introduce and promote the use of Blender software.

## AI Art Fundamentals: Intro to Stable Diffusion and FLUX.1

### Course Objectives

To introduce participants to key concepts and applications of Stable Diffusion and FLUX.1 for AI-assisted art creation.

### Course Contents

1. Introduction to AI Art Generation (15 mins)
    - Overview of Stable Diffusion and FLUX.1
  2. Understanding Prompt Engineering (20 mins)
    - Basics of effective prompt writing
    - Techniques for controlling image output
  3. Exploring Stable Diffusion (25 mins)
    - Key features and capabilities
    - Hands-on demo of image generation
  4. Introduction to FLUX.1 (20 mins)
    - Unique features of FLUX.1
    - Comparison with Stable Diffusion
  5. Workflow Integration and Best Practices (10 mins)
    - Incorporating AI tools into artistic processes
- ### Course Highlights
- Practical focus on using AI tools for digital art creation
  - Demonstrations of real-world applications in various artistic fields



**Sam Nutt** is a versatile and experienced creative leader with a robust design and digital innovation background. Recognised for driving transformative projects, Nutt has a proven ability to scale design teams and foster a culture of creativity and collaboration. With expertise in digital tools, Nutt delivers distinctive experiences and aligns design initiatives with strategic business objectives. Having worked with renowned brands and start-ups, she brings a unique blend of visionary thinking and hands-on execution, ensuring remarkable results in every project.

Disclaimer: Due to time constraints, this course primarily focuses on lectures with limited hands-on practice opportunities. The full scope of the stated course content may not be delivered in its entirety. Additionally, the tutor and course content are subject to change without prior notice. We appreciate your understanding and flexibility.

## AI for Business: Retrieval-Augmented Generation (RAG) for Beginners

### Course Objectives

To introduce participants to RAG systems and their practical applications in business contexts.

### Course Contents

1. Introduction to AI and RAG in Business (20 mins)
    - Overview of AI and RAG concepts
    - Advantages of RAG in handling large datasets
  2. RAG Fundamentals (25 mins)
    - Key components: retrieval mechanisms and language models
    - Data preparation for RAG systems
  3. Practical Applications of RAG (30 mins)
    - Customer support: chatbots and virtual assistants
    - Marketing: personalized content generation
    - Report generation and data analysis
  4. Implementing RAG in Business (15 mins)
    - Integration with existing business software
    - Best practices for data security and privacy
- ### Course Highlights
- Focus on practical applications of RAG in business
  - Case studies demonstrating real-world benefits of RAG systems
  - Overview of future trends in business AI



**Prof. Jenny Kwok** is a Research Assistant Professor in the Faculty of Arts at the University of Hong Kong and a Visiting Fellow at Cambridge Digital Humanities, University of Cambridge (2024-25). As the Lab Coordinator of the Arts Tech Lab, she leads research on the application of Large Language Models (LLMs) in computational literary studies, with a strong focus on enhancing the accuracy and interpretive depth of language processing. Prof. Kwok's expertise extends into business applications, particularly in fine-tuning Retrieval-Augmented Generation (RAG) models to ensure their reliability in decision-making processes. One of her key research focuses is exploring how RAG technology can be effectively integrated into business settings, ensuring that it meets stringent accuracy standards and complies with due diligence requirements, making it suitable for high-stakes environments.

## The Future of Animation: AI Tools and Open-Source Software

### Course Objectives

To introduce participants to key AI applications in the animation pipeline, focusing on concept development, 3D modeling, and visual effects.

### Course Contents

1. Introduction to AI in Animation (15 mins)
    - Overview of AI applications in animation
    - Current trends and future prospects
  2. AI-Assisted Concept Development (20 mins)
    - AI for idea generation and visual brainstorming
    - Text-to-image AI tools for rapid prototyping
  3. 3D Modeling and Texturing with AI (25 mins)
    - AI-driven topology optimization in Blender
    - AI-powered texture generation in Krita
  4. AI in Animation and Visual Effects (20 mins)
    - Machine learning for character movement
    - AI in particle systems and fluid simulations (Natron)
  5. Integrating AI into Animation Workflows (10 mins)
    - Balancing AI assistance with artistic vision
    - Best practices for AI-human collaboration
- ### Course Highlights
- Overview of AI's role in revolutionizing animation processes
  - Hands-on demonstrations with open-source software
  - Discussion on the future of AI in animation



**Stanley Yuen** is a veteran production artist and instructor and has more than 24 years of experience in the Hong Kong film production industry. Mr. Yuen commands deep knowledge in animation, CG production, and film post-production, and is proficient in professional software such as Maya, Softimage, Alias, and Wavefront Explore. Mr. Yuen has participated in the production of many international movies and TV series, including China's first CG movie "Thru the Moebius Strip", "Dearest Anima", "Return of the Cuckoo", "Heaven in the Dark", "The Menu", "A Simple Life", "Conspirators", "Curse of the Golden Flower", "CJ7", and "Just Another Pandora's Box".

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# #5 AI Video Revolution: New Tools and Techniques for Creators

## Course Objectives

To introduce participants to key AI-powered video creation tools and demonstrate their potential to enhance video production processes.

## Course Contents

1. Introduction to AI in Video Production (15 mins)
    - Overview of AI applications in video creation
    - Current trends and future prospects
  2. Text-to-Video and Image-to-Video AI Tools (25 mins)
    - Using AI to convert scripts into storyboards
    - AI-powered image animation techniques
  3. Video-to-Video AI Tools (25 mins)
    - AI-driven video enhancement and style transfer
    - Automated color grading and matching
  4. AI in Video Editing and Effects (20 mins)
    - Automated scene detection and smart cutting
    - AI-driven visual effects and compositing
  5. Future of AI in Video Creation (5 mins)
    - Emerging technologies and their potential impact
- ## Course Highlights
- Practical demonstrations of AI tools for video creation
  - Focus on immediate application in participants' projects
  - Discussion on AI's impact on creativity in video production



**Shengshu Technology**, Vidu Shengshu Technology, a Beijing-based generative AI startup, was established in March 2023. It focuses on developing multimodal large models, including images, 3D, and video technologies. The company recently launched its text-to-video AI tool, Vidu, which competes with OpenAI's Sora. Vidu can generate high-definition videos quickly and supports both Chinese and English text prompts. Shengshu has secured significant funding from investors like Baidu and Qiming Venture Partners to enhance its technology and expand its market presence.

# #6 Why Should Everyone Learn AI in the New Era? "Introducing You to the World of AI"

## Course Objectives

1. Understand the impact of the three AI revolutions
2. Recognize key differences between the AI era and the Internet era
3. Identify AI applications across various industries
4. Consider AI's influence on career choices

## Course Contents

1. Overview of the three AI revolutions (20 mins)
  - Brief history of AI development
  - Key breakthroughs in each revolution
2. AI era vs. Internet era (20 mins)
  - Changes in data processing and decision-making
  - Impact on business models and value creation
3. AI applications across industries (30 mins)
  - Examples from healthcare, finance, manufacturing, retail, education, and entertainment
4. AI's impact on careers (20 mins)
  - Emerging job roles in the AI era
  - Skills needed in an AI-driven economy

## Course Highlights

- Overview of AI's evolution and its societal impact
- Case studies of successful AI implementations
- Discussion on AI's influence on future careers



**Leo Xu** is a partner of DailyLive. He has expertise in management and operations. He obtained a Master's degree in Science from The Hong Kong Polytechnic University. He has focused on enterprise digital transformation and considerable experience in B2B/B2C and community marketing, having established a leading team in an e-commerce niche market. He is proficient in revenue system analysis and forecast, which is critical for achieving the company's strategic goals and profitability. He is also the Secretary General of The Hong Kong Polytechnic University Pearl River Delta Alumni Association.

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# Interpreting GPT , Understanding AI Capabilities: The Path to an Intelligent Future? "Introduction to Large Models"

## Course Objectives

1. Understand common AI terminology
2. Explain basic concepts behind key AI technologies
3. Analyze AI capabilities in processing various data forms

## Course Contents

1. Common AI Terms (30 mins)
  - GPT (Generative Pre-trained Transformer)
  - LLM (Large Language Model)
  - GPU and Computing Power
  - Tokens in AI
2. AI Capabilities Overview (60 mins)
  - Text: NLP fundamentals, generation, and analysis
  - Voice: Speech recognition and synthesis
  - Image: Computer vision basics and applications
  - Video: Analysis, generation, and ethical implications

## Course Highlights

- Exploration of key AI terms with real-world examples
- Demonstrations of AI capabilities across media types
- Discussion on ethical implications of AI technologies



Dr. Andy Sun is the founder & CEO of DailyLive. He obtained his Ph.D. in AI from The Chinese University of Hong Kong & B.S. from University of Science and Technology of China. He is a high-level overseas talent in Shenzhen and one of the initiators of Shenzhen AI Society. He was awarded the Best Paper Award at ICME, Shenzhen AI Technical Invention Award, Cloud Sail Award at World Artificial Intelligence Conference (WAIC).

He previously worked at Apple Siri in Silicon Valley and was a co-founder of SpeechX Ltd. DailyLive which was established in 2022, specializes in AI virtual humans to help e-commerce businesses reduce costs and increase efficiency. To date, it has assisted merchants in achieving hundreds of millions of RMB in Gross Merchandise Volume (GMV) for numerous notable brands including Unilever, Zuoyou Sofa, and Proplan.

# How to Make AI Your All-round Assistant in Daily Work? "AI and Its Applications"

## Course Objectives

1. Use AI tools to enhance job application materials
2. Create professional work documents using AI-powered platforms
3. Utilize AI for generating visual content for business purposes

## Course Contents

1. AI for Job Applications (30 mins)
  - AI-powered resume optimization
  - AI-generated recommendation letters
  - AI-simulated interview practice
2. AI-generated Work Documents (30 mins)
  - Creating business proposals with AI
  - AI-assisted contract drafting
  - Developing presentations using AI
3. AI-generated Visual Content (30 mins)
  - AI-powered logo design
  - Creating product detail images with AI
  - AI-generated design concepts

## Course Highlights

- Demonstrations of AI tools for resume building and document creation
- Case studies of AI in professional content creation
- Discussion on ethical considerations of AI in business communications



Mark Liu is a partner of DailyLive. Mr. Liu has more than 10 years of experience in the e-commerce industry and was a lecturer at Taobao University. He has developed multiple top-tier domestic and international e-commerce stores with extensive experience in consumer brand digital transformation and marketing case studies. He has collaborated with numerous well-known brands such as Motorola, Zhuang\_Yuan\_Lou (状元楼), Baseus, Luzhou Laojiao, Nan Ji Ren, Wing Wah Cake Shop, Nuts, Mark You Man etc. He obtained a Bachelor's degree from Nanjing University

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# AI Development Trends and Prospects "The Future of AI"

## Course Objectives

1. Understand the concept of Artificial General Intelligence (AGI)
2. Analyze risks and control measures for advanced AI
3. Explore potential future scenarios involving AI and their societal impact

## Course Contents

1. The future of AGI (30 mins)
  - Defining AGI and its potential pathways
  - Implications of AGI development
2. Risks and control in the new AI era (30 mins)
  - AI safety and control measures
  - Discussion on AI consciousness
  - Potential risks of advanced AI
3. Where will AI lead us? (30 mins)
  - AI's impact on future work and economy
  - AI in healthcare and human cognition
  - Long-term scenarios for AI and humanity

## Course Highlights

- Discussions on ethical implications of AGI development
- Exploration of potential AGI scenarios and their societal impacts
- Overview of current AI applications and their potential evolution towards AGI



Dr. Andy Sun is the founder & CEO of DailyLive. He obtained his Ph.D. in AI from The Chinese University of Hong Kong & B.S. from University of Science and Technology of China. He is a high-level overseas talent in Shenzhen and one of the initiators of Shenzhen AI Society. He was awarded the Best Paper Award at ICME, Shenzhen AI Technical Invention Award, Cloud Sail Award at World Artificial Intelligence Conference (WAIC).

He previously worked at Apple Siri in Silicon Valley and was a co-founder of SpeechX Ltd. DailyLive which was established in 2022, specializes in AI virtual humans to help e-commerce businesses reduce costs and increase efficiency. To date, it has assisted merchants in achieving hundreds of millions of RMB in Gross Merchandise Volume (GMV) for numerous notable brands including Unilever, Zuoyou Sofa, and Proplan.

# Installing and Using Custom Private AI Workstation

## Course Objectives

1. Understand the basics of the Custom Private AI Workstation
2. Install and configure the workstation
3. Utilize key AI tools
4. Perform basic system maintenance

## Course Contents

1. Introduction to the Custom Private AI Workstation (15 mins)
  - Overview of the AI workstation solution
  - Key features and advantages
2. Workstation Installation and Configuration (30 mins)
  - Step-by-step installation guide
  - Initial software setup and activation
3. AI Tools Overview (30 mins)
  - Image Generator with Stable Diffusion
  - Private RAG Chatbot
4. System Maintenance and Optimization (15 mins)
  - Basic maintenance procedures
  - Performance optimization tips

## Course Highlights

- Hands-on installation and configuration of the Custom Private AI Workstation
- Overview of key AI functions including image generation and chat functionalities
- Tips for optimizing workstation performance



Jeff Koo is a software engineer based in Hong Kong, blending his technical expertise with a deep passion for technology and innovation. He specializes in developing cutting-edge software solutions, managing complex technical projects, and continuously seeking ways to enhance user experiences. He is highly regarded for his problem-solving skills and ability to think outside the box, which consistently lead to innovative and efficient software solutions. His background in computer science and years of experience in the tech industry have equipped him with a strong foundation in software development and a keen eye for detail. His dedication to staying current with the latest trends and technologies ensures that his work is always at the forefront of industry standards.

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## Course Objectives

# 3D Reality Capture: Introduction to Point-Cloud Data

1. Understand the basics of 3D reality capture technology
2. Comprehend point-cloud data concepts
3. Recognize the process of converting point-cloud data to 3D meshes

## Course Contents

1. Introduction to 3D Reality Capture (20 mins)

- Overview of reality capture technology
  - Applications in film and game industries
2. Point-Cloud Data Fundamentals (25 mins)
- Definition and characteristics of point-cloud data
  - Types of point-cloud data (LiDAR, photogrammetry)

3. Data Acquisition and Processing (25 mins)

- Basic 3D scanning techniques
  - Cleaning and filtering point-cloud data
4. Converting Point-Clouds to 3D Meshes (20 mins)
- Mesh generation techniques
  - Texturing basics

## Course Highlights

- Overview of 3D scanning techniques
- Introduction to point-cloud data processing
- Basic understanding of 3D mesh creation from point-clouds



Aaron Qin is the co-founder and CEO of Manifold Tech, which is a startup company founded in 2021 that focuses on 3D mapping and data collection technology. Manifold Tech was established by graduates of The University of Hong Kong (HKU) called Aaron Qin and Xu Wei, aiming to enhance the efficiency and accuracy of 3D reconstruction through advanced technological solutions. The company addresses the growing demand in industries such as construction and engineering with its cutting-edge 3D mapping technology, achieving profitability in a short period. Its core product integrates multiple sensors for efficient 3D data collection and processing.

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# Exhibition map of the first floor of SZRI



**Standard Booth**

3m x 3m

**Number of booths:**

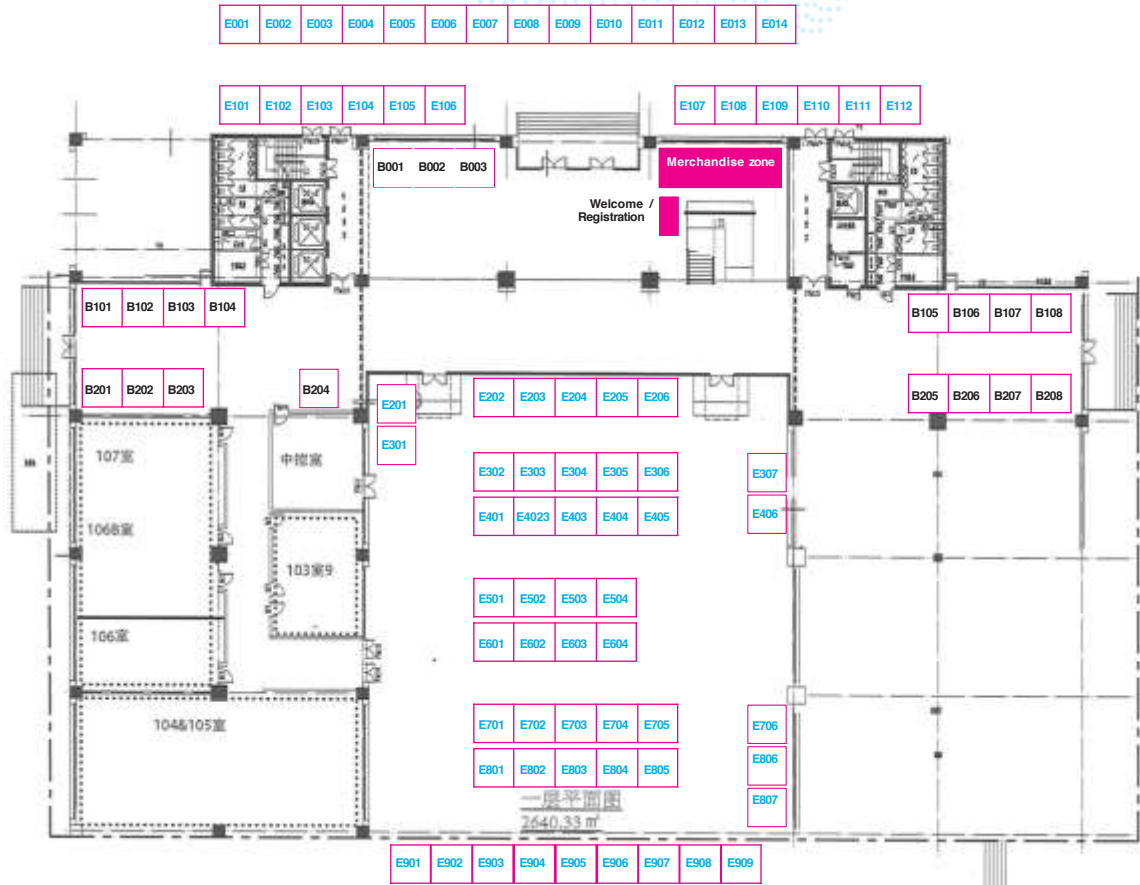
total 94 booths

outdoor 75 booths

indoor 19 booths

**Opening hours:**

10 am - 6 pm



## Standard booth specification



**Booth area:** 3m(width) x 3 m(depth)

**Booth height:** 2 meters

**Facilities:** 1 plug points, 2 chairs, 1 table

## Sponsorship levels and benefits comparison table

Benefit	Diamond (US\$ 150,000)	Platinum (US\$ 100,000)	Gold (US\$ 50,000)	Silver (US\$ 25,000)	Bronze (US\$ 10,000)
<b>Full Conference Tickets</b>	8 Free Full Conference Tickets	6 Free Full Conference Tickets	4 Free Full Conference Tickets	2 Free Full Conference Tickets	1 Free Full Conference Tickets
<b>Exhibition Booths</b>	5 Free Standard Booths	4 Free Standard Booths	3 Free Standard Booths	2 Free Standard Booths	1 Free Standard Booths
<b>Logo Placement</b>	Exclusive, premium placement on all event materials, websites, banners, brochures, and social media platforms	Prominent placement on all event materials, websites, banners, brochures, and social media platforms	High-visibility placement on event materials, websites, and banners	Placement on event materials and the website	Placement on the event website and selected materials
<b>Media Coverage</b>	Extensive recognition through exclusive media coverage, including mentions in press releases, feature interviews, and articles	Exclusive recognition through media coverage, including press releases, interviews, and featured articles	Inclusion in media coverage and press releases	Mention in press releases	Mention in press releases
<b>Editorial in Animation Global Magazine</b>	4 pages of editorial	2 pages of editorial	1 page of editorial	Mention in the editorial	Mention in the editorial
<b>Advertisement in Animation Global Magazine</b>	2 pages	1 page	1 page	1 page	1 page
<b>Banner on awnchina.cn</b>	6 months	6 months	6 months	N/A	N/A
<b>Keynote Speech</b>	Opportunity to deliver the opening keynote speech	Opportunity to deliver a keynote speech	N/A	N/A	N/A
<b>Panel Discussions and Workshops</b>	Priority slots in multiple panel discussions and high-profile workshops	Participation in multiple panel discussions and the ability to lead workshops	Slot to participate in a panel discussion, opportunity to lead a workshop	Opportunity to participate in a panel discussion	N/A
<b>VIP Networking Sessions</b>	Priority access with dedicated time slots for one-on-one meetings	Exclusive access, facilitating connections with industry leaders and potential clients	Access to VIP networking sessions	Access to general networking sessions	Access to general networking sessions
<b>Sponsor Lounges</b>	Access to exclusive sponsor lounges for private meetings and high-level networking	Access to dedicated sponsor lounges for private meetings and interactions with key stakeholders	Shared access to sponsor lounges	N/A	N/A

Benefit	Diamond	Platinum	Gold	Silver	Bronze
<b>Collaborative Marketing Efforts</b>	Exclusive joint marketing initiatives, including personalised co-branded content, high-impact social media campaigns, and email marketing	Joint marketing initiatives, including co-branded content, social media campaigns, and email marketing	Participation in joint marketing efforts	N/A	N/A
<b>Product Showcasing</b>	Exclusive opportunities for extensive product showcasing through premium live demonstrations and highly interactive displays	High-visibility product showcasing through live demonstrations and interactive displays	Opportunities for product showcasing	Limited product showcasing opportunities	Basic product showcasing opportunities
<b>Thought Leadership Content</b>	Exclusive contributions of thought leadership content such as feature articles, in-depth case studies, or comprehensive white papers	Contribution of articles, case studies, or white papers to the event's content platform	Contribution of articles or case studies	Submission of articles or case studies	N/A
<b>Advisory Board Participation</b>	Exclusive membership in the event's advisory board, significantly influencing the event's direction, topics, and agenda	Membership in the event's advisory board, influencing the event's direction and topics	N/A	N/A	N/A
<b>Attendee Insights</b>	Full access to comprehensive attendee data and analytics, providing deep insights into attendee demographics, preferences, and engagement patterns	Comprehensive access to anonymised attendee data and analytics to inform future marketing strategies	Access to selected attendee data and engagement metrics	Basic access to attendee data	N/A
<b>Post-Event Recognition (Thank you emails and publications)</b>	Prominent acknowledgment and extensive recognition in post-event communications, including dedicated thank-you emails, feature social media posts, and detailed event recap articles	Acknowledgment in post-event communications, extending visibility beyond the event	Acknowledgment in post-event communications	Mention in post-event communications	Mention in post-event communications

# Event schedule

Date	Time	Activity
15 Nov Friday	09:30-10:30	Conference Opening Ceremony Officiating Guests: - Professor Yeung Yam, Director of The Chinese University of Hong Kong Shenzhen Research Institute (SZRI), - Professor Huangquan Lin, Executive Director of The Chinese University of Hong Kong Shenzhen Research Institute (SZRI), - Mr. Raymond Neoh, Co-Chair of IAICC and Esteemed Guests
	10:30-11:15	Blender Day Opening Keynote: Empowering Creative Industries with Blender, an Open Source Tool Guest Speaker: Mr. Francesco Siddi, COO of Blender, Producer and General Manager of Blender Studio
	11:15-12:00	Keynote: Educating the Future Generation of 3D Artists Guest Speaker: CG Global Entertainment Ltd
		Lunch Break
	14:00-15:00	Educator Roundtable and Award Ceremony for the Inaugural Chinese Children's "3D Showcase Event" Officiating Guests: - Mr. Robert Minkoff, Director of The Lion King (1994), Stuart Little (1999) and The Forbidden Kingdom (2008) - Mr. Francisco Siddi - Mr. Raymond Neoh
	15:00-16:15	Keynote: Creating Interactive Artwork with Blender Guest Speaker: Mr. Olivier Amrein, Art Lead of Dreamscape Immersive, 3D/VR Artist
	16:15-17:00	Keynote: The Future of Computer Graphics Production in China Guest Speaker: Mr. Raymond Neoh
	17:00-17:45	Keynote: Contributing to Blender Development in China Guest Speaker: Blender-CN
	17:45-18:30	Closing Speech
16 Nov Saturday	Morning	Opening Keynote Speech of IAICC: AI and Creative Innovation Speaker: Dr. Scott Ross Workshop: The Future of AI in Film and Television
		Lunch Break
	Afternoon	Keynote Speech: Flourishing International Base Models Speaker: Professor Helen Meng Workshop: The Development Path of Multimodal AI
17 Nov Sunday	Morning	Keynote Speech: Generative AI Speaker: Professor Zhu Jun Workshop: Examining Future Trends in Generative Content
		Lunch Break
	Afternoon	Keynote Speech: Can AI Tell Stories? Speaker: Mr. Robert Minkoff Workshop: Applications of AI in Animation

## Organizers



香港中文大學深圳研究院  
Shenzhen Research Institute  
The Chinese University of Hong Kong



CGGE  
數譜環球

## Coordinator

港中大研究院(深圳)有限公司  
CUHK Shenzhen Research Institute Company Limited



CGGE  
數譜環球

## Collaborators



環球數碼



SMIA 深圳市数字创意与多媒体行业协会  
Shenzhen Digital Creative and Multimedia Industry Association



## Media Partners



鳳凰秀  
fengshows.com



海问律师事务所

## Supporting Organizations



深圳市天使投资引导基金管理有限公司  
Shenzhen Angel FOF Management CO., LTD.



国际数字文化和科技联盟



深圳市互联网文化市场协会  
SHENZHEN INTERNET CULTURAL MARKET INDUSTRY ASSOCIATION



香港工業總會  
FHKI



KRYSTAL INSTITUTE  
DIGITAL ECONOMY CORE TECHNOLOGY





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# Thank You!

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