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The New Mexico Film Office Announces Strategic Partnership with Panda iMedia

SANTA FE — Today, New Mexico Film Office Director Nick Maniatis announced a strategic partnership with Panda iMedia, one of China’s top online media holding companies. Director Maniatis and Emergent Media and Technology Coordinator Derrick Ballard welcomed two delegates from Panda iMedia, which specializes in the production of digital content and online promotion for China’s top 500 enterprises, including Lenovo, TCL, Xiaomi, China Telecom, and many more. The company also operates a number of business incubators and is well versed in E-commerce.

“Recognizing the wave of China’s fast-growing film and digital media market, the New Mexico Film Office is excited to establish this long-term strategic partnership with Panda iMedia,” Maniatis said. “The new partnership will not only facilitate collaboration and cultural exchange between American and Chinese film and media professionals, but will also aid in diversifying New Mexico’s economy and extend the reach of its significant and growing talent pool.”

Panda iMedia co-founder Dr. Tony Ki and partner/US affiliate Ms. Irene Ran shared mutual perspectives on how New Mexico would closely work with Panda iMedia to produce cutting-edge digital content in the form of feature films, shorts, TV shows, and commercials. Panda iMedia’s efforts help underscore the advantage of media and technology development in New Mexico.

Panda iMedia expressed strong interest in collaborating with New Mexico’s post-production professionals and organizations to create high-quality content for purposes of branding and animation. They also plan to collaborate with several New Mexico film and digital media training institutions and bring Chinese new media and post-production professionals to New Mexico for short-term intensive trainings.

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