

**PRESS CONTACT:**  
Meghan Charlebois  
Dittoe Public Relations  
(317) 202-2280 x11  
[meg@dittoepr.com](mailto:meg@dittoepr.com)

## ***Entrepreneurship explosion in China is focus of new documentary, Win in China***

New film to premiere at the Asia Society's Diversity Leadership Forum in NYC in June

**(New York, NY – June 2, 2009)** – Bob Compton, creator and executive producer of the provocative documentary on global education, [Two Million Minutes](#), announces the release of a new documentary on the surge of entrepreneurship and new venture creation in China. Called ***Win in China***, this film will premiere at 6:30pm on **June 2, 2009 in New York City** at the Asia Society's 2009 Diversity Leadership Forum.

"Most westerner's view of China is wildly out of date," said the film's executive producer Bob Compton. "In three decades, China has risen from an impoverished third world country into a the second largest economy on Earth. Americans need to wake up and realize just how talented, creative, competitive and ambitious the people of this nation are!"

***Win in China*** is a 60-minute documentary film that centers on the hit Chinese television game show of the same name. This Donald Trump-like game show is the largest, most lucrative business plan competition in the world and serves as a metaphor for the entrepreneurial explosion occurring in China now.

In the competition, contestants are selected from over 120,000 Chinese entrepreneurs to compete for prize money in excess of \$5 million with the winner receiving nearly \$1.5 million to invest in a new business plan. ***Win in China*** follows the path of China's market revolution, vividly illustrating the role entrepreneurship has played in the dramatic changes China has undergone over the past 30 years.

With a population of 1.3 billion, China is four times the size of the United States. Their sheer numbers, combined with their desire and determination to get ahead, give China incredible capability to create new businesses and develop new technologies that will dominate the global economy in the years to come. Capitalism, individual ambition and private ownership, long disparaged under Mao's rule, were unleashed by his successor Deng Xiaoping. This new revolution, one of epic proportions, has utterly transformed China, lifted nearly 300 million people out of poverty and created the third largest group of billionaires on the world.

“Today, entrepreneurs are the biggest heroes in our society,” said CCTV host and *Win In China* creator, Wang Lifen. “They have created jobs and wealth that have benefited all of society.”

*Win in China* features interviews with competitors and judges in the business plan competition as well as several experts on entrepreneurship and China, including American journalist **James Fallows**, Founder of Alibaba Group and Chairman and CEO of Yahoo! China, **Jack Ma**, founder of computer giant Lenovo, **Liu Chuanzhi**, and the Arthur Ross Director of the Center on U.S.-China Relations at the Asia Society in New York, **Orville Schell**.

The premiere of *Win in China* will occur at the Asia Society New York at 725 Park Avenue at 70<sup>th</sup> Street, and it will last from 6:30-9pm. For tickets and more information about the film, please visit

<http://asiasociety.org/events/calendar.pl?rm=detail&eventid=19519>.

###

#### **About Win in China**

Win in China is a documentary film about the world's largest and most lucrative business-plan competition, held not in the United States or any western country, but in communist China. Over 120,000 entrepreneurs compete for prize money in excess of \$5 million with the winner receiving nearly \$1.5 million dollars to invest in a new business plan. Documentary filmmaker Ole Schell was given unprecedented access to the show's creator, the contestants and the judges. His documentary opens a window into Chinese capitalism, which differs in many ways from Western capitalism. Beneath the game show's surface lies a nuanced, subtle view of Chinese business practices, ambitions, ethical norms and competitive behaviors. For more information, please visit [www.WinInChinaMovie.com](http://www.WinInChinaMovie.com)