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Kristian Kender is a Partner/Business Development Director of China Media Management Inc. (CMM-I), a Beijing based consulting firm focused on China's content industries. CMM-I works with a number of companies such as All3media International, Cineflix Rights, Sesame Workshop, Guinness World Records, and many others assisting them to build their content distribution, format licensing as well as co-production businesses in China. CMM-I is also the China agents for German Films, and the exclusive distributor for National Geographic Large Format Films in the Hong Kong and Mainland markets. CMM-I has been for more than 10 years the exclusive China agent for Reed Midem, the organizer of the world's largest international content markets (MIPTV/MIPCOM) held annually in Cannes, France.

Mr. Kender has lived in China for nearly 20 years.