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EMASIA
Entertainment & Media in Asia



PETER LOEHR BIO
Chief Executive Officer
Legendary East

Peter Loehr established Imar Film Co., Ltd., China's first independent film company, in 1995. Imar was China's first true, multi-faceted independent film company, producing, distributing and marketing all of their films entirely in-house.

Loehr has produced nine feature films in Asia, including: "Spicy Love Soup," which swept the 1998 domestic Chinese awards; "Shower" (1999), which won 11 awards at nine different international film festivals. His first five films were all among the top domestic releases in China the year they were released.

In 2005, Peter Loehr became Managing Director of the Creative Artists Agency (CAA) in China. During Loehr's seven year tenure, the agency grew from the ground up to represent over seventy artists in China, Hong Kong, Japan and Korea. CAA was involved with four of the largest co-productions in Asian history, John Woo's THE BATTLE OF RED CLIFF, Rob Minkoff's FORBIDDEN KINGDOM, MISSION IMPOSSIBLE 3 and the Will Smith produced THE KARATE KID. In 2009, CAA directors directed 5 of the top 8 films at the Chinese box office.

In April 2012, Peter Loehr joined Legendary Pictures and became CEO of its China joint venture – Legendary East, a film company focusing on big budget Sino-US Co-productions with subjects based on Chinese history, mythology and culture.