



## Recommendation Letter

To whom it may concern,

I am writing this recommendation letter as a long-term client of Guangzhou Haikun Animation Marketing and Planning Ltd. (Haikun Animation).

I met the executive director Mr. Li Yong at the Asian Youth Animation & Comics Contest held in China Guiyang 2009. Though we could only communicate through an interpreter, we soon developed a solid friendship and mutual respect that has endured the test of time. The following year Huhu Studios (Huhu) and Haikun Animation signed a long-term consultancy agreement witnessed by the Consulate General of New Zealand in Guangzhou. We've been cooperating for nearly 10 years and Haikun Animation has made a contribution in Huhu's China development.

Haikun Animation has a professional knowledge of industry policy covering China animation and also have extensive experience of Chinese local and regional operations. The company has developed a high sensitivity toward shifts in the industry and the ever-changing government policy landscape.

It's really important for foreign companies like Huhu when entering the China market to solicit the assistance of a company such as Haikun Animation on multiple policy issues, government communication, company registration and operation. After over 2 years negotiations, in 2014, Huhu successfully registered a branch studio with the help of Haikun Animation in the Sino-Singapore Guangzhou Knowledge City and became the first animation company settled in this location. Two signing ceremonies were held and witnessed by the then Party secretary of Guangdong Province Mr. Wang Yang and followed by the then prime minister of New Zealand Mr. John Key in Guangzhou. Without the recommendation and significant help of Haikun Animation and Mr. Li Yong, Huhu would have found it very difficult to achieve this milestone in China.

Haikun Animation are a professional consultancy company who are well connected in the IP development market with high-quality industry resources attached. During 2009-2015 Huhu's first years in the China market, Haikun Animation introduced us to a number of top animation companies and well-known colleges and contributed a number of projects to Huhu in China. For example, 2 animation projects were secured "Here We Go" and "Peek a Boo" with the famous baby brand Yeehoo. They also consulted on the Huanghuagang Creative





Park project of Guangzhou Yuexiu District, designed animation characters for the Monkey King animation series for Beijing Vasoon Animation Company.

Most notably is our strategic cooperation with the China Film Animation Group (CFA) which was introduced by Haikun in 2013. We started our first animation movie project "Mosley" with this Government company in 2016, this being the first official co-production between China and New Zealand. We will finish this project by the end of this year (2018) and it will be launched world-wide in 2019. CFA has become one of Huhu's important strategy partners in China through the introduction of Haikun Animation.

In addition to the above, Haikun Animation also introduced a number of industry resources/possible partners, such as Alpha Entertainment which is the most famous listed animation group in China, China Central New Film Group, part of CCTV, Guangdong Creative Power Entertaining which produced the very popular animation series Pleasant Goat and Big Big Wolf, Guangzhou Academy of Fine Arts, etc.

Over the years Haikun Animation has provided Huhu with overall localization information and advice on production, distribution and the China talent pool. With this help Huhu has built high popularity in the China animation industry, won awards and widened its path for development in the China market.

I would also like to make a special mention of the executive director of Haikun Animation Mr. Li Yong. Not only has he more than 20 years animation marketing experience, he's also a man of integrity and honesty with a positive and strong work ethic, kind and a likable attitude to life in general.

As an important client of Haikun Animation and a good friend of Mr. Li Yong, I believe choosing this company to assist you with your entry to the China market will prove of great value to your company and those who are deployed to China in the coming years.

If I can be of any help in the future, please do not hesitate to contact me.

**Trevor Yaxley.**  
**Founder/CEO**  
**Huhu Studios International**





## 推荐信

敬启者：

我谨作为广州海昆动漫营销策划有限公司（海昆动漫）的长期客户写此推荐信。

我与海昆动漫执行董事李勇先生相识于 2009 年在中国贵阳举办的亚洲青年动漫大赛，虽然我们只能靠翻译交流，但我们迅速建立起牢固的友谊和互相尊重的关系，并经历了时间的考验。次年 Huhu 工作室（Huhu）与海昆动漫在新西兰驻广州总领事馆签订了长期顾问合作协议，并有幸得到了时任新西兰总领事的见证。我们合作至今已有将近 10 个年头，海昆动漫为 Huhu 在中国市场的发展做出了很大贡献。

海昆动漫对中国动漫行业政策有专业的认识，对中国市场本土化和区域化运作有丰富的经验，对行业市场变化和政策更新有很高的敏感度。

对于像 Huhu 这样的外国公司进入中国市场，在各种政策问题、政府沟通、公司注册和运营方面求助于像海昆动漫这样的公司是十分关键的。经过两年多的长期洽谈，在 2014 年，海昆动漫协助 Huhu 成功在广州开发区中新知识城落地注册，Huhu 成为第一家在知识城注册的动漫公司。在新加坡和广州的两个签约仪式更是分别得到了时任广东省委书记汪洋先生和时任新西兰总理约翰基先生的见证。如果没有海昆动漫和李勇先生的推荐和大力协助，Huhu 很难在中国实现这个里程碑。

海昆动漫在动漫 IP 整合营销方面有着十分专业的顾问能力，并具备相当丰富的业内优质资源。在 2009-2015 年 Huhu 初入中国动画市场期间，海昆动漫多次为 Huhu 引荐国内最具实力的动画公司和知名院校并促成了 Huhu 在中国的多个合作项目。如：与知名婴童品牌英氏合作的两个动画项目《Here We Go》和《Peek a Boo》、推荐 Huhu 成为广州越秀区黄花岗创意园区的项目设计规划顾问、促成 Huhu 为北京青青树动画公司设计动画片《飞天小猴王》的系列动画形象等。

最值得一提的是 2013 年成功引荐并最终促成 Huhu 与中影动画公司的战略合作，我们于 2016 年正式启





动的动画电影《魔象传说》，是中国与新西兰首部官方联合制片的动画电影，该项目将于今年底（2018）制作完成并于2019年在全球上映。也正是因为海昆动漫这次重要的推荐，中影动画成为了Huhu在中国的重要长期战略合作伙伴。

除以上达成的合作，海昆动漫拥有并为Huhu引荐的业内资源和潜在合作伙伴还包括中国最著名的上市动漫集团奥飞娱乐、央视旗下中央新影集团、《喜羊羊与灰太狼》的出品方广州原创动力文化传播有限公司、广州美术学院等。

多年以来，海昆动漫给Huhu提供了全面的本土化信息，并从制作、发行、人才储备等各方面均为Huhu提供了顾问建议。在此帮助下，Huhu在中国动漫行业中建立起了很高的知名度，并荣获了一些奖项，进一步拓宽了在中国发展的道路。

在这里，我还要特别提到海昆动漫的执行董事李勇先生。李勇先生除了拥有二十几年的动漫营销经验和丰富的行业资源，给我感触更深的是李勇先生正直诚信的人品与事必躬亲的积极的工作态度。他的真诚与勤奋不仅让我们的合作十分愉快，我与他更是建立的很深厚的友谊。

作为海昆动漫的重要合作伙伴和李勇先生的好友，我相信选择他们协助贵公司进入中国市场会充分展现贵公司的价值。

如果您需要更多的帮助，请尽管与我联系。

  
Trevor Yaxley  
创始人/总裁  
Huhu 国际工作室

