

Government of Pakistan  
Ministry of Foreign Affairs  
Islamabad  
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Subject: Shanghai International College Students Advertising and Arts Festival 2016

Enclosed please find the letter no. Admn-1/23/2005 dated 07 March 2016, on the subject mentioned above.

2. The event information may be circulated among Pakistani students.



(Hafeez Ullah)  
Assistant Director (China-II)  
Tel. 051-9207894

Higher Education Commission (Chairman), Islamabad

Ministry of Foreign Affairs' u.o. No. China-6/6/2016, dated 18 March 2016

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to circulate

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**Consulate General of Pakistan  
Shanghai**

No. Admn-1/23/2005

Date: 07 March 2016

**Subject: Shanghai International College Students Advertising and Arts Festival 2016**

*Respected Sir,*

Shanghai University in collaboration of Shanghai Advertising Association and Branding China Group is organizing an 'Advertising and Arts Festival' in the categories of 'Visual Design and Digital Animation'. The target audience of the event is young talent in the fields of innovation and design field.

2. In 2015, 14<sup>th</sup> Advertising Festival was held from October 23-December 25. The sponsors assigned the topics in the light of their actual needs and provided an opportunity to the participants of practical experience. 130 Universities and Colleges in China attended the event. This link <http://www.shuad.org/en> can provide further information for the last year event.

3. This year the event has been re-named as 'Advertising and Arts Festival' and will work with international brands, which will assign topics and offer practical chances to the participants. The work will be evaluated by judges.

4. The competition is free of cost and open to all students enrolled in universities or colleges. The travel expenses related to the final contests and award ceremony will be borne by the organizing committee.

5. The festival will officially start in April 2016. To participate in the event, registration can be done online at <http://www.shuad.org/en/> . The deadline for submission of works is October 2016. The award ceremony will be held in December 2016 while the works exhibition will be held in January 2017.

6. The relevant documents received from the Organizing Committee are attached. The Mission recommends circulating the event information among Pakistani students through Higher Education Commission.

*Respectful Regards,*



(Hafiza Humaira Javaid)  
Vice Consul

Mr. Asif Khan,  
Director (China),  
Ministry of Foreign Affairs,  
Islamabad.

# The Overview of Shanghai International College Students Advertising and Arts Festival

Shanghai International College Students Advertising Festival is hosted by Shanghai University, Shanghai Advertising Association and Branding China Group. It is aimed to "finding and nurturing the talented young". It is the only influential event for college students in innovation and design field in Shanghai.

The 14th Festival took place from October 23 to December 25, 2015. The sponsors, like SAIC GM, Bank of China, assigned the topics in the light of their actual needs and offered great practical chances to all participants. It attracted the attention of nearly 2 million people from 130 universities and colleges in China. 2918 pieces of works were selected, from nearly 10,000 pieces submitted, for the next round of competition. The Festival included a series of activities, like interactive experience of design, master touring lectures, on-line lessons for creation and the Summit Forum on innovation industry and new communications, etc. All these took the practical needs into account and linked the whole advertising industrial chains together. In this way, the young people with creativity and pioneering spirits were selected and they had the valuable opportunities to further develop their areas of exceptional interests and talents. On December 25, the final competition named "Inspirations on Christmas" was held. Finalists of the 48 pieces of works set forth their creation process. Then the judges evaluated the works and the award ceremony was held. The teachers and participants highly acclaimed the competition for its openness, fairness, impartiality.

In 2016, the 'Advertising Festival' is renamed as 'Advertising and Arts Festival' in order to encourage more students world-wide to participate in contests. It is a great platform for students with creativity and entrepreneurial dreams by applying their knowledge for practical needs, communicating with and inspiring one another. In the trend of encouraging people to do business creatively and making innovations in China, this event helps the young to bring forth new ideas, work creatively and start up their own business if they wish. In 2016, the program will work with more internationally famous brands, who will assign the topics and offer precious practical chances. The program will invite world top judges or panelists to evaluate the participant works and a series of experience exchange and sharing activities will be hosted.

The competition is free of charge and open to all students now enrolled in universities or colleges. It encourages the world-wide young with passion for life and creation to join in. The travel expenses related to the final contests and award ceremony will be borne by the organizing committee. Meanwhile, the organizing committee will boost communication on design and innovation among nations through exchange of visits.

In 2016 our festival will officially start in April. The themes are assigned by the famous brands out of their real needs. All the participants only need to log on our official website, download the affidavits and submit their works before the deadline. The organizing committee will make minor changes to the procedure every year. This year "the special award from the organizing committee" will be set for the excellent works of ads with no specific limit for the style. The new version of the official website will be launched around April and May, 2016. This link(<http://www.shuad.org/en>) is about last year event, but you can use it to know the relevant info for reference..

**Qualification :** Students who currently enroll at colleges /universities. For students register in groups, no more than 5 person of each group.

**Participating Works:** Visual Design, Digital Animation, and Brand Specified

**Registration Fee:** Free

### **Timetable in 2016**

Themes assigned by the sponsors	April , 2016,
Online Registration and Online Work Submission Deadline	end of October , 2016
Preliminary Selection	November , 2016
Finalists Announcement	mid November, 2016
Final Selection and Award Ceremony	December, 2016
works exhibition and preparation for the 16th	January , 2017

### **Participation Procedure:**

A Register online at <http://www.shuad.org/en/>

B Login to your account

C Download the Affidavit

D Upload the works according to the instructions before the deadline

**Instructor:** Shanghai Municipal Education Committee  
Shanghai Administration for Industry and Commerce  
Shanghai International Cultural Association

**Organizer:** Shanghai University,  
Shanghai Advertising Association,  
Branding China Group

**Executive.:** Sanzhong Marketing and Communication Co., Ltd