Beat: Entertainment

ALPHA GROUPS ANNOUNCES ANTOINE ERLIGMANN APPOINTED AS VICE PRESIDENT MEDIA

LARGEST CHINESE TOY ANIMATION GROUP

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USPA NEWS - The ALPHA Group is the largest and most successful toy, animation, digital youth content and entertainment group in the Asian market. With the recruitment of Media, TV and Licensing expert, Antoine Erligmann at the international and European level, the company continues its international expansion.

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ALPHA Group is consolidating its organization and expanding its teams in Europe. The arrival of Antoine ERLIGMANN is keeping with the ambitions of ALPHA Group´s founders to become a key player in the European market over the next ten years.
"This recruitment is an accelerator in the development of our European potential, Antoine will be an important part of Alpha global kids IP strategy" said Ray Wang, Chief Content Officer and President of International ALPHA Group. Antoine ERLIGMANN joins the ALPHA group to lead the strategy, create and develop the Media, TV & Licensing business in Europe, and support the development of our toy division notably the subsidiaries recently established in France by Didier Carreras, in England, by Mark Hyndman and in Northern and Eastern Europe by Patrick Potgiesser as well as our distributors in the other regions.
“I am thrilled to join the ALPHA group who holds leading position in the Chinese market in the Media, TV, Licensing and Toy industry and is expanding very rapidly internationally. This is an amazing and unique opportunity and I am extremely proud to be part of this international growth“ said Antoine Erligmann.
Antoine will be in charge of TV distribution and Licensing development of powerful brands such as SUPER WINGS and INFINITY NADO in the short term, keeping in mind that ALPHA GROUP is currently developing a number of other brands that are set to arrive on the market as early as 2018.

ntoine ERLIGMANN´s principal roles will be to establish the Media strategy, negotiate and direct the distribution of TV series across European markets and develop licensing programs in EMEA. He will also participate in the development of co- productions and digital strategy. Mr. ERLIGMANN brings to ALPHA Group a wide range of experience gained in large organizations, having most recently held the position of Head of EMEA at Nelvana , part of the Canadian Media Group CORUS, where he participated in the development of TV distribution in Europe and in the management of brands as important and iconic as Bakugan, Beyblade, Zhu Zhu Pets, Babar and Franklin. Previously he built his carrier in important organization in the licensing industry at Warner Bros., in the toy industry at Smoby ““ Majorette, Simba Group and in the retail industry at Carrefour and Paridoc-Auchan. ALPHA Group will be present at the Las Vegas Show and will present its new 2018 brands.----------
ALPHA GROUP IS CHINA's LEDAER IN TOY FOUNDE FOUNDED 24 YEARS AGO ----------Founded 24 years ago, ALPHA Group is China's leader in toy, animation series production, video games, and applications for youth. Since 2006, the group has embarked on a 360 ° diversification strategy, integrating the entire entertainment chain over the years: consumer products (toys, clothing, etc.), licensing and merchandising, points of sale, media (TV channels, websites ...), production of animated series and feature films, theme parks, musical shows, video games and applications, as well as educational content. Located in Guangzhou, the third largest city in mainland China and one of the country's hubs, ALPHA Group has 18,000 employees, including 12,000 employees in its three Chinese factories. With 20 workshops and 80 production units with the most demanding certifications, the group has the capacity to produce some 400,000 pieces per day. ALPHA Group is listed on the Shenzen stock exchange. At the international level, subsidiaries were established in the US, the UK and France.

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