

For Immediate Release

Tri-Party Strategic Partnership to Advance Traditional Chinese Arts and Modern Guofeng Music Across Asia

SINGAPORE, December 1, 2025 – Today, at the inaugural Singapore Golden Singa Awards, leading Singapore media agency NoonTalk Media Limited (NoonTalk Media), renowned Chinese traditional Quyi art institution Youth Drum Ensemble and Haixi Yueyin, a subsidiary of the comprehensive Chinese cultural media enterprise Haixi Media, jointly announced the signing of a strategic memorandum.

The three parties will integrate their respective strengths in traditional culture, performance resources, music production, artiste management, international distribution and innovative technology, and will jointly commit to promoting Chinese traditional culture across the region and advancing the modern development and global dissemination of Guofeng (Chinese-style) music.

This collaboration aims to respond to the era's call for cultural confidence, injecting new vitality into Guofeng music through cross-border integration and technological innovation. The cooperation will focus on the following areas:

1. Promoting cultural heritage and nurturing new talent: Building a new-generation Guofeng performance troupe.

Promoting national quintessence, nurturing new talent: creating a new era Guofeng performing arts group. The three parties will jointly launch a talent selection and training programme, dedicated to discovering musicians who embody both deep-rooted traditional artistry and contemporary style.

The ultimate goal is to collaboratively build a benchmark Guofeng performing arts group that deeply inherits the essence of traditional culture while aligning with the aesthetics of the new era and global trends, serving as a cultural bridge connecting tradition and the future.

2. Cultural tourism empowerment and diversified showcases: Building a Guofeng content ecosystem matrix

The collaboration will work closely with cultural tourism agencies, media platforms and industry partners in both Singapore and China to organise a series of high-quality Guofeng music performances, competitions, music festivals and variety programmes. Beyond promoting Chinese cultural heritage, these initiatives will invigorate tourism, live entertainment and related sectors in host cities, creating a virtuous cycle where 'culture sets the stage and the economy performs'.

3. Integrating technology, transform experiences: Leading new expressions of traditional culture

As a key highlight of the collaboration, NoonTalk Media will bring its innovative media technologies fully into the project. From developing virtual idols that embody Chinese cultural elements, to creating immersive Guofeng performance experiences and employing AIGC (AI-generated content) technologies in music and visual production, the collaboration will actively explore new frontiers in technology-enabled cultural expression, with the ambition of becoming a benchmark for the successful integration of media-entertainment technologies and traditional cultural arts.

Mr Zheng Le, Deputy Chief Executive Officer of NoonTalk Media says, "We are truly honoured to collaborate with esteemed partners such as Youth Drum Ensemble and Haixi Yueyin. As a homegrown Singaporean-listed media company, NoonTalk Media remains committed to telling compelling stories through innovative technology and cross-disciplinary collaboration."



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"Leveraging Singapore's unique role as a bridge between Eastern and Western cultures, NoonTalk Media is actively exploring innovative, technology-driven business models for the new era of entertainment and media, together with partners across Southeast Asia, Greater China, the Middle East and beyond. We believe that applying cutting-edge technologies such as virtual reality and AIGC to the rich heritage of Guofeng music can unlock captivating new experiences, allowing ancient cultural traditions to resonate deeply with Gen Z audiences worldwide," adds Zheng Le.

Ms Yang Fei, Founder of the Youth Drum Ensemble, National First-Class Performer, Director of the Beijing Quyi Troupe and Vice President of the Beijing Quyi Artists Association says, "The collaboration among Youth Drum Ensemble, NoonTalk Media and Haixi Yueyin marks a true journey of 'breaking the circle'. Through market-driven and internationalised approaches, we hope to bring the precious art of traditional Chinese music beyond theatres and into the mainstream, allowing it to reach wider audiences, especially young people and overseas Chinese communities, so that Guofeng music may take root and flourish as a defining cultural trend of the new era."

Mr Wang Tong, representative of Haixi Yueyin comments, "The core strength of Haixi Yueyin lies in integrating top-tier artist resources, robust music production and distribution networks, and mature international promotion experience. We will fully mobilise the influence of Haixi artistes such as Wong Cho Lam, Liu Xuan, Gong Jun and HOLDOUMEN, as well as join forces with musicians like Tan Jing."

Wong Tong adds, "By leveraging our strategic partnerships with major global record companies and platforms—including Warner, Universal, Believe and TME—we strive to create content that is artistically compelling while effectively channelled through commercial pathways, thereby advancing the global reach of Chinese music culture. We aim for new breakthroughs, particularly in the Southeast Asian market."



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“The song featured at this Singapore event is performed by HOLDOUMEN and comes from Endless Songs 《万里长歌》, the latest culture-export themed album jointly produced and distributed by Haixi Yueyin and TME. This work draws inspiration from traditional porcelain craftsmanship and the historic Silk Road.”

“The piece will be performed live by Jeff Li, an artiste under Haixi Yueyin, alongside the all-female band jointly formed with NoonTalk Media.”

The establishment of this tripartite strategic cooperation signifies a new chapter in the advancement of Guofeng music – one defined by resource integration, cross-sector innovation and a global perspective.

About the Golden Singa Awards

The Golden Singa Awards is an annual international initiative founded in Singapore to honour excellence in Chinese-language film production. Its inaugural edition will take place on 1 December 2025, coinciding with SG60 — Singapore’s 60th year of independence and a milestone that marks the nation’s growing influence as a global creative hub.

Positioned as a premier platform for Chinese-language film, the Golden Singa Awards aims to recognise outstanding cinematic achievements, spotlight distinguished talent, and uphold artistic and technical excellence across the industry. Through its mission to foster cross-border collaboration and deepen engagement with Chinese-speaking audiences worldwide, the Awards seeks to strengthen Singapore’s role as a bridge for cultural exchange and a driving force in advancing the standards of Chinese-language filmmaking internationally. For more information, on the Golden Singa Awards, please visit www.goldensingaawards.com

About NoonTalk Media Limited (SGX: SEJ)

NoonTalk Media Limited is a Singapore-based media entertainment company specialising in artiste and talent management, multimedia production, film and drama development, as well as event conceptualisation and management.

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Guided by its vision to be Singapore's leading media and edutainment agency, the Company is dedicated to creating quality entertainment content that enriches audiences and contributes to a vibrant media landscape, with a distinct focus on Chinese-language productions.

Leveraging its integrated suite of capabilities, NoonTalk Media positions itself as a comprehensive provider of bespoke, high-quality events and entertainment solutions, adaptable to the evolving needs of its clients and partners. Through its initiatives and productions, the Company continues to champion talent, foster regional collaboration and strengthen Singapore's presence in the international media industry. For more information, on NoonTalk Media, please visit www.noontalk.com

About Youth Drum Ensemble

Youth Drum Ensemble is a non-legacy inheriting Guofeng group focusing on Jingyun Drum and Meihua Drum, while integrating diverse musical elements like Jiangnan Sizhu and electronic music. The team produces Guofeng singles that blend tradition and modernity, and also creates narrative stages and musicals, promoting the art of Guqu to break cultural circles through youthful expression. It has become a young new force with both cultural depth and market vitality.

About Haixi Yueyin

A comprehensive cultural media enterprise integrating planning, production, distribution and marketing. The company's business covers music copyright operation, film/TV OST production, artist booking for concerts and music festivals, and variety show production. The company is committed to promoting the international reach of Chinese music while balancing artistic excellence and commercial success, supported by a team combining young creative talent and seasoned production expertise.

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