

DRAGON AND LION DANCE CLUB GROUP | MEXICO | 墨西哥新款獅龍獅團

CREATED BY SOULION  
ADVERTAINMENT GROUP EXPERIENCE



# XINKUAN SHI

## 新款獅

EXPERIENCE **TRADITION** AT  
THE **NEXT LEVEL**





# ABOUT US?



**Xīnkuǎn shī / 新款狮 / New lion style (Xinkuan Shi)** We are the first group in Mexico specializing in Chinese lion and dragon dance with a club-style, contemporary, and high-impact visual approach. We combine traditional art with modern entertainment for brands, events, and unique experiences. We were founded more than seven years ago under the vision of **Alexander Rangel**, founder of **Soulion Group**, a leading independent Mexican agency specializing in advertainment, branding, and event production. The agency has been recognized in the **Ranking of the Best Advertising Agencies in Mexico 2025** by **MERCA 2.0** magazine and in the latest **Ranking of the Best Design Agencies Mexico 2020** by **PAREDRO** magazine and is an active member of the **National Advertising Association (ANP ONG)**.

In 2021, we joined the **World Sar Ping Lui Pai Lion Dance Federation**, under the mentorship of Master **Albert Fong Kong** (Malaysia), strengthening our commitment to artistic excellence and the professional dissemination of lion dance in Mexico and Latin America.

Today, **Xinkuan Shi** is one of the most active and renowned groups in the country, bringing Chinese culture to corporate events and prestigious brands throughout Mexico. Our innovative, youthful, and professional approach has won over audiences and major national and international brands, establishing us as a benchmark for Chinese cultural performances in Mexico and Latin America.



# SHOW PERFORMANCES

ELEVATE YOUR EVENT WITH PERFORMANCES THAT BLEND CHINESE CULTURE, INNOVATION, AND ENTERTAINMENT:

Chinese New Year | Conferences and trade shows | Product launches | Weddings | Fifteenth birthday | Grand openings | Anniversaries | Music videos and movies | Casinos | Exhibitions | Corporate and business events | Christenings | Sporting events | Festivals | Shopping malls | Activations and more...



CHINESE LION DANCE ON THE FLOOR



CHINESE LION DANCE WITH LED LIGHT



CHINESE LION DANCE ON THE BENCHES



LION DANCE ON THE HIGH POLE SINGLE



CHINESE DRAGON DANCE



LUMINOUS LEDS DRAGON DANCE



WAR DRUMS SHOW



DRAGON RIBBON DANCE



GOD OF FORTUNE (AUSPICIOUS MASCOT)



LIVING MONKEY KING



IMPERIAL EXHIBITION (VISUAL)



CHINESE LION DANCE WORKSHOPS

\*The performance is supported by creative staff and practitioners of traditional dance, with the aim of providing an adequate service to meet your needs, creating an impressive show for your event or activation.

\*Coverage across most of Mexico.



# TAKE YOUR EVENT TO THE NEXT LEVEL

CREATED BY **SOULION**  
ADVERTAINMENT GROUP EXPERIENCE

## COMPLEMENT YOUR EVENT WITH OUR SERVICES AT:

- EVENT PRODUCTION
- AUDIO AND LIGHTING RENTAL
- LED SCREEN RENTAL
- LED PIXEL TRACK RENTAL
- DESIGN DIGITAL ADVERTISING
- DESIGN AND PRODUCTION OF STANDS AND STAGE SETS
- CORPORATE AND 3D VIDEOS
- SUBLIMATION PRINTING ON FABRIC AND T-SHIRTS
- BRANDING (BRAND CREATION AND DEVELOPMENT)
- CCTV / STREAMING
- AUGMENTED OR VIRTUAL REALITY
- WEBSITE OR LANDING PAGE DEVELOPMENT
- DRONE VIDEO SERVICE

Likewise, to hold a high-level event, you can complement our performance with our high-quality services through our agency (ranked among the best agencies in the country in the Annual Ranking).: [www.souliongroup.com](http://www.souliongroup.com)





# CLIENTS AND BRANDS WHO HAVE PLACED THEIR TRUST IN US



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**XINKUANSHI**  
新款狮

# PHOTO GALLERY:



ENJOY MORE PHOTOS ON OUR FAN PAGE AT:  
[www.facebook.com/xinkuanshi.liondance](http://www.facebook.com/xinkuanshi.liondance)

CREATED BY



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# OUR GUARDIANS:

HUANG DI (黃帝)

TIANLONG (天龍)

HU YE (虎爺)

CAI SHEN (財神)

PANGU (盤古)

KANGXI (康熙)

LÜ BU (呂布)

ERLANG SHEN (二郎神)

LIU XUAN (更始帝)





**BE PART OF IT**  
**AND BECOME A MEMBER**  
**OF THE FAMILY:**



**XINKUAN SHI**  
**新款狮**



- REGISTRATION AND CLASSES ARE TOTALLY FREE.
- AGE: +16 YEARS
- PLACE: **PARQUE RAMÓN LÓPEZ VELARDE, CDMX**

• REQUEST MORE INFORMATION AT:

 /xinkuanshi.liondance

[www.xinkuanshi.com](http://www.xinkuanshi.com)



EXPERIENCE **TRADITION** AT THE NEXT LEVEL

THE FIRST LOYALTY CARD  
THAT REWARDS YOUR  
**PASSION FOR**  
DRAGON AND LION DANCE

\*Discounts and/or exclusive benefits only  
for members of the Xinkuan Shi group with  
a registered file number.

Active discounts on: Gong cha P.F. CHANG'S



NADA ES IMPOSIBLE

**EL LEÓN  
NO ES COMO  
LO PINTAN**

ESTRENO  
14 SEPTIEMBRE  
2023

cinépolis

MINNESH  
ENTERTAINMENT

+QUECINE  
cinépolis

PATROCINADORES OFICIALES:  
XINKUAN  
CENTER

XINKUANSHI  
新款狮



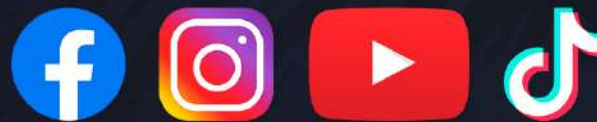
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MEMBERS OF:  
WORLD SAR PING LUI PAI  
LION DANCE FEDERATION  
世界沙坪吕派狮艺总会

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## Follow us on:



[/xinkuanshi.liondance](https://www.instagram.com/xinkuanshi.liondance)



\*Our performance show can be complemented with event production or any type of advertising. Learn about all our services and request a quote at:

[www.souliongroup.com](http://www.souliongroup.com)