

Project recruitment drive begins for the 10th Hong Kong – Asia Film Financing Forum (HAF)

22 August 2011 (Hong Kong) – The Hong Kong–Asia Film Financing Forum (HAF) launches its project recruitment drive today for its 10th edition, which will be held from 19 to 21 March 2012, at the Hong Kong Convention and Exhibition Centre. HAF is organised by the Hong Kong International Film Festival Society and runs concurrently with the Hong Kong Trade Development Council's FILMART. The organisers are expecting a continuation of strong projects from Asia. Previous successes of HAF projects on the international film festival circuit and the box office have catapulted HAF to become the region's premier co-production market. The 10th HAF is accepting project submissions from now until 11 November 2011.

The HAF has been in the forefront of supporting Chinese-speaking talents and Chinese-language films. This year, the event initiated the HAF Script Development Fund for Chinese films. The 10th HAF in 2012 will one-up this effort with yet another new initiative: the FOX Chinese Film Development Award. Applicants need to submit only one application to participate in all three initiatives: the HAF, the Script Development Fund, and the FOX Chinese Film Development Award. Cash prizes for the three awards add up to HK\$500,000 (approximately US\$64,500).

Entering its 10th edition, HAF continues to bring great Asian projects to world cinema. To date, HAF projects that have made big waves include: BONG Joon-ho's *Mother* (South Korea), Teddy CHEN's *Bodyguards and Assassins* (Hong Kong), LU Chuan's *City of Life and Death* (China), KIM Jee-woon's *The Good the Bad the Weird* (South Korea), Brillante MENDOZA's *Kinatay* (the Philippines), and WEI Te-Sheng's *Seediq Bale* (Taiwan, Official Selection of Venice Film Festival 2011, to be released in late 2011).

At the 9th HAF, 28 outstanding film projects were selected from 13 territories including China, Hong Kong, France, Finland, India, Israel, Japan, Malaysia, the Philippines, South Korea, Taiwan, Thailand and Vietnam.

Internationally recognised Hong Kong film director Stanley KWAN, whose critically-acclaimed films include *Centre Stage* (1992), came out the winner of the 9th HAF with his project *To the End of Love*. Based on the novel by young Chinese writer HAN Han, the project has also

been selected by the Independent Filmmaker Project (IFP) No Borders International Co-Production Market 2011 for presentation to potential financiers in New York.

“I feel extremely happy to be part of HAF as it allows more channels for me to reach a wide range of financiers and also other project markets. It gives us the chance to do what we do best and that’s to make good quality movies, which everybody can enjoy,” said KWAN.

The IFP, an international partner of the HAF, recognises the potential of the Asian film industry and its increasing number of talents that have attracted world attention.

“Asian cinema has taken the world by storm in recent years and the IFP has taken a great interest in the number of high quality projects that has been produced from Asia. We will continue to support Asian cinema and our partnership with HAF is a further step in that direction,” said IFP Deputy Director, Amy DOTSON.

HAF is dedicated to expanding the exposure and opportunities for its projects by alliances with international partners. New partners include the Network of Asian Fantastic Film (NAFF) from South Korea, which will pick up one project from the 10th HAF to present at its event in July 2012.

Other HAF International Partners includes:

- Producers Network, Marche du Film
- Asian Project Market, Asian Film Market
- Ateliers du Cinema Europeen (ACE)
- CINEMART, International Film Festival Rotterdam
- Co-FPC, Shanghai International Film Festival
- DOX:LAB, Copenhagen International Documentary Film Festival
- Hong Kong Film Awards
- Moscow Business Square
- Paris Project, Paris Cinema
- Taipei Golden Horse FTFPP

For selection criteria and eligibility for the 10th HAF Project Submission, please visit www.haf.org.hk, or contact us via email: haf@hkiff.org.hk.

About Hong Kong-Asia Film Financing Forum (HAF)

Hong Kong-Asia Film Financing Forum (HAF) is widely recognised as the most important film-financing platform in Asia. HAF brings Asian filmmakers with upcoming film projects to Hong Kong for co-production ventures with top film financiers, producers, bankers, distributors and buyers. Attended by more than 1,000 filmmakers and financiers from at least 35 countries and regions, around 25 projects are selected annually to participate in the three-day event.

Past participants include Mainland China's JIA Jiangke, JIANG Wen and LOU Ye, Hong Kong's Stanley KWAN, Ann HUI, Gordon CHAN, PANG Ho-cheung, Taiwan's TSAI Ming-Liang, Japan's SABU, NAKATA Hideo, OTANI Kentaro, KORE-EDA Hirokazu, MIKE Takashi and YUKISADA Isao, South Korea's KIM Jee-woon, PARK Chan-wook, E J-yong and IM Sang-soo as well as Thailand's Ekachai UEKRONGTHAM, Nonzee NIMIBUTR and Pen-ek RATANARUANG.

HAF is organised by the Hong Kong International Film Festival Society and is a core event of Hong Kong's Entertainment Expo. It is co-organised by the Hong Kong Trade Development Council (HKTDC) and the Hong Kong Motion Picture Industry Association Ltd. (MPIA), and funded by Create Hong Kong and Film Development Fund (FDF).

About The Hong Kong International Film Festival Society

The Hong Kong International Film Festival Society (HKIFFS) is a charitable, non-profit and non-governmental organisation dedicated to the discovery and promotion of creativity in the art and culture of film. Through its year-round programmes, the mission of the Society is to strengthen global appreciation of Chinese film culture and to promote inspiring films from around the world, enriching the cultural life of Hong Kong. Committed to the development of a vibrant film culture in Hong Kong and Asia, the Society organises three annual flagship events in March and April: The Hong Kong International Film Festival (HKIFF), the Hong Kong-Asia Film Financing Forum (HAF) and the Asian Film Awards (AFA).

Passionately believing in the power of films to unite cultures and generations, the HKIFFS is devoted to giving thousands of film lovers around the region direct access to the world's most inspired films all year round.

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