

*For Immediate Release*

**The 6<sup>th</sup> Asian Film Awards  
AFA Film Submissions Now Open**

(1 November 2011 – Hong Kong) Presented by the Hong Kong International Film Festival Society (HKIFFS), the 6<sup>th</sup> Asian Film Awards (AFA) announced the opening of film submissions for AFA nominations today.

Launched in 2007, the AFA is a pioneering programme honouring filmmakers with outstanding achievements in the field of Asian cinema. The AFA is the only platform in the world that brings together the best cinematic talents of Asia, drawing film fans and professionals from all across the globe.

Individual film submissions for AFA nomination were introduced in 2009 and are being invited again for the 6<sup>th</sup> AFA.

"At a time when Asian cinema is increasingly attracting international attention, inviting open submission from individuals is intended to encourage greater participation from all territories in Asia and we hope will help recognize and honour the outstanding achievements of all Asian talents across the board." said the Executive Director of the Hong Kong International Film Festival Society, Mr. Roger Garcia.

Together with the open submission, the 6<sup>th</sup> AFA now comprises three channels for submission which are: (i) official Submission Organizations; (ii) Jury members; and (iii) open submission. Films can be submitted directly online at <https://apps.asianfilmawards.asia/submission>.

Submission of films for nomination is open from 1 to 30 November 2011. Nominees for the 6<sup>th</sup> AFA will be announced at least four weeks before the AFA Presentation Ceremony, which will be held on 19 March 2012.

For the 6<sup>th</sup> AFA, the official Submission Organizations include: Cinema Department, Ministry of Culture and Fine Arts, Cambodia; Motion Picture Industry Association Limited (MPIA), Hong Kong; National Film Development Corporation, India; Bali Film Center, Indonesia; UniJapan, Japan; Korea Film Producers Association, South Korea; National Film Development Corporation Malaysia (FINAS), Malaysia; Film Development Board, Nepal; Film Development Council of Philippines, The Philippines; Singapore Film Commission, Singapore; Taipei Film Commission, Taiwan; The Federation of National Film Associations of Thailand, Thailand; and Vietnam Media Corporation, Vietnam. The official Submission Organizations, together with a panel of professional jurors, determine the nominees from the eligible films produced and released theatrically in the Asian region in that year.

There are 14 categories for nomination and up to six nominees are selected in each of the categories. These include: Best Film, Best Director, Best Actor, Best Actress, Best Newcomer, Best Supporting Actor, Best Supporting Actress, Best Screenwriter, Best Cinematographer, Best Production Designer, Best Composer, Best Editor, Best Visual Effects, and Best Costume Designer.

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The AFA Presentation Ceremony takes place as part of the Entertainment Expo Hong Kong. Eminent filmmakers, distinguished guests and acclaimed talents from around the world are invited to bestow awards upon the winner(s) of each category, making the Ceremony a dazzling extravaganza as well as an influential cultural event that helps position Hong Kong as the hub of Asian cinema.

For more information about the Asian Film Awards and film submission for nomination, please visit: [www.asianfilmawards.asia](http://www.asianfilmawards.asia).

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### **About Hong Kong International Film Festival Society Limited**

#### **Uniting the World through Film**

The Hong Kong International Film Festival Society (HKIFFS) is a charitable, non-profit, non-government organization 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 organizes 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.

Website: [www.hkiff.org.hk](http://www.hkiff.org.hk)

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