



To Assignment Editor:

## **Entertainment Expo Hong Kong Opens Monday *FILMART Among 10 Multimedia Events at Mega Industry Gathering***

**19 March 2015** – A global cast of industry players will be in Hong Kong next week for the start of Asia’s leading entertainment business event, Entertainment Expo Hong Kong, which opens on 23 March and continues through 19 April.

This year, 10 multimedia events will take place under the Entertainment Expo umbrella, including the expo’s three founding events: the Hong Kong International Film and TV Market (FILMART), the Hong Kong International Film Festival, and the Hong Kong Film Awards Presentation Ceremony.

Entertainment Expo’s other events are: the Hong Kong-Asia Film Financing Forum, the Hong Kong Asian-Pop Music Festival, the IFPI Hong Kong Top Sales Music Award, ifva (Incubator for Film & Visual Media in Asia Festival), the Asian VFX and Digital Cinema Summit, and the Digital Entertainment Summit as well as the affiliated event TV World International Forum

FILMART, the largest entertainment market in Asia, takes place at the Hong Kong Convention and Exhibition Centre (HKCEC) from 23 to 26 March. This year, more than 780 exhibitors from over 30 countries and regions will participate in FILMART. Alongside major Hong Kong film companies, there will be first time exhibitors from the United Arab Emirates, Latvia and Macau. Japan and Korea have each expanded the size of their respective pavilions this year.

FILMART’s TV World, now in its ninth year, is expected to welcome more than 360 exhibitors. The theme of the high-profile TV World International Forum is “The Rise of TV Streaming – Opportunities and Challenges.”

You and your representatives are cordially invited to cover Entertainment Expo, including events taking place during FILMART. Please register at our media centre located at the Expo Drive Entrance, HKCEC. Details are as follows:

### **FILMART Schedule**

|                                |            |
|--------------------------------|------------|
| 23-25 March (Monday-Wednesday) | 9:30am-6pm |
| 26 March (Thursday)            | 9:30am-5pm |

**Venue:** Hall 1, HKCEC, Wan Chai

**FILMART website:** [www.hktdc.com/hkfilmart](http://www.hktdc.com/hkfilmart)

### **Media Enquiries**

Please contact the HKTDC's Corporate Communication Department:

**Joe Kainz** Tel: (852) 2584 4216 Email: [joe.kainz@hktdc.org](mailto:joe.kainz@hktdc.org)

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Tel: (852) 2584 4333 Fax: (852) 2824 0249

## FILMART 2015: Event Highlights

(Programme subject to change; please refer to FILMART website for latest updates)

### 23 March (Monday)

#### **Conference: Find Your Opportunities in the Media Convergence Age**

Time: 10am-noon

Venue: Stage, Hall 1

Moderator: Ms. Liz Shackleton, Chief Editor for Asia, Screen International

Speakers: Liz Rosenthal, Founder and CEO, Power to the Pixel

Michael Murphy, President, Gravitas Ventures

Jason Rubin, Brand Manager of CONtv

Tom Ara, Shareholder, Greenberg Traurig, LLP

Language: Cantonese, English, Mandarin

Organiser: HKTDC

#### **New Incentives to Boost International Productions in France**

Time: 10:30am-11:30am

Venue: Event Room, Hall 1

Organiser: Ile de France Film Commission

#### **"SPL2" Movie Press Conference**

Time: 11am-1pm

Venue: Studio, Hall 1

Organiser: Sun Entertainment Culture Limited

#### **Sundream & Star Alliance Movies – Co-production Announcement**

Time: 12pm-1pm

Venue: Event Room, Hall 1

Organisers: Star Alliance Movies HK Co., Ltd; Sundream Motion Pictures

#### **One Cool Film Press Conference**

Time: 1pm-2:30pm

Venue: Studio, Hall 1

Organiser: One Cool Film Production Limited

#### **Emperor Motion Pictures Press Conference**

Time: 1:30pm-2:30pm

Venue: Stage, Hall 1

#### **Taiwan Pavilion Party**

Time: 1:30pm-3pm

Venue: Event Room, Hall 1

Organiser: National Base for International Cultural Trade, INLOOK Media

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38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong

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Tel: (852) 2584 4333 Fax: (852) 2824 0249

## **Huace Forum: The Reach Of Chinese Culture In The Digital Age**

Time: 2:30pm-4:30pm

Venue: Meeting Rooms S226-S227, HKCEC

Organiser: China Huace Film & TV Co., Ltd

## **Wild City Press Conference**

Time: 3pm-4pm

Venue: Studio, Hall 1

Organiser: East Light Film Ltd

## **Opening Ceremony of Guangdong Pavilion**

Time: 3pm

Venue: 1A-G13, Hall 1

## **Press Conference: Huace and Xiaomi - Media Cooperation Announcement**

Time: 4:30pm-6pm

Venue: Meeting Rooms S226-S227, HKCEC

Organiser: China Huace Film & TV Co., Ltd

## **The Entertainment Expo Hong Kong kick-off ceremony**

Time: 4:30pm-5:15pm

Venue: Stage, Hall 1

Guest of Honour: John Tsang, Financial Secretary, HKSARG

Guests: Ma Fung Kwok, Member of Legislative Council, HKSAR

Margaret Fong, Executive Director, HKTDC

Terry Lai, Chairman of HKTDC Entertainment Industry Advisory Committee

Leon Lai, Hong Kong Entertainment Ambassador

## **The 39<sup>th</sup> Hong Kong International Film Festival: Grand Opening**

Time: 6:30pm (press reception starts at 5pm)

Venue: Convention Hall & Foyer, Level 1, HKCEC

Organiser: Hong Kong International Film Festival Society

Guests: Dr. Wilfred Wong, SBS, JP, HKIFFS Chairman ; Louis Koo , the 39th HKIFF

Ambassador; Cast and director of Murmur of the Hearts: Sylvia Chang, Isabella Leong, Joseph Chang, Lawrence Ko and Lee Sinjie

Media enquiries: please contact Gienne Lee at +852 2114 4340 / +852 9588 3781, email:

[gienne.lee@sprg.com.hk](mailto:gienne.lee@sprg.com.hk)

**24 March (Tuesday)**

## **China's Pearl River Delta: Opportunities to Finance U.S Film Productions Seminar**

Time: 10am-2pm

Hong Kong Trade Development Council 香港貿易發展局 3

38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong

香港灣仔港灣道1號會展廣場辦公大樓38樓

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## Media Invitation 採訪邀請

Venue: Meeting Rooms S226-227, HKCEC

Organisers: America Consulate General Hong Kong, Commercial Section; Beijing Stars Fund Investment Limited; China Guangdong Hua Zhi Jie Film & TV Limited

### **iQIYI Seminar - Content for the Multi-Platform Era**

Time: 10am-11:30am

Venue: Event Room, Hall 1

Organiser: Hong Kong International Film Festival Society; Hong Kong-Asia Film Financing Forum, IQIY Motion Pictures

### **Press Conference on First Feature Film Initiative and Film Production Grant Scheme**

Time: 10am-12pm

Venue: Meeting Rooms S224-225, HKCEC

Organisers: CreateHK,

### **Promotion Party for Hangzhou Films and Television Programmes**

Time: 10:00am-11:30am

Venue: Hangzhou Pavilion (1B-F01)

Guests: Xuelan Wu (Liulianzi), Scriptwriter, "Empresses in the Palace"  
Shuai Yuan, Scriptwriter, "Romance of the Sui and Tang Dynasties"  
Ye Luo, Scriptwriter, "Secret History of Empress"

### **The 8<sup>th</sup> Asian VFX and Digital Cinema Summit 2015**

Time: 10:15am-12:30pm

Venue: Theatre 1, HKCEC

Organiser: Hong Kong Association of Motion Picture Post Production Professionals

### **Japan - HK Seminar at Filmart 2015 Regional Revitalisation: Location x Content**

Time: 10:30am-noon

Venue: Studio, Hall 1

Organiser: HKTDC

Speakers: Kyoko Kashiwabara, Director, Media and Content Industry Division, Ministry of Economy, Trade and Industry (METI)  
Yukimoto Ito, Vice Mayor, Sendai City  
Masato Tanaka, Rights & Contents dpt. Manager/TV & Radio program Producer, Hokkaido Broadcasting Co., Ltd.

Languages: English, Japanese, Cantonese, Putonghua

### **Shaw Brothers Pictures Limited Launching Ceremony**

Time: 10:30am-11:30am

Venue: Stage, Hall 1

Organisers: TVBI Company Limited



## **The Monkey King 2 Press Conference**

Time: 12pm-2pm

Venue: Event Room, Hall 1

Organiser: Filmko Films Distribution (HK) Ltd

## **INSANITY Press Conference**

Time: 12:30-1:30pm

Venue: Studio, Hall 1

Organiser: Distribution Workshop (HK) Ltd

## **Press Conference for "Mama Eva"**

Time: 1pm-2pm

Venue: Meeting Room S228, HKCEC

Organiser: Why Entertainment, October Faces Ltd.

## **TV World 2015 Opening Ceremony and International Forum: The Rise of TV Streaming – Opportunities and Challenges**

Time: 2pm-4pm

Venue: Stage, Hall 1

Organisers: HKTDC, Hong Kong Televisioners Association

Moderator: Peter Lam, Vice President, Hong Kong Televisioners Association

Speakers: Dr. Jonathan Ding, Chairman of Multiscreen Internet Access Standard Group,  
Ministry of Industry & Information Technology

Kim Jin Kwon, Director of ICT Division, Managing Director of KBS-Media

Chong Li, Mango TV OTT Content Operations Director

Tin Mok, CEO of International Business, Letv

Language: Cantonese, English, Mandarin

## **“Hong Kong Film & Television Industries: Gateway to China Market” Forum**

Time: 2pm-5:30pm

Venue: Theatre 2, HKCEC

Organisers: Movie Production and Distribution Association Hong Kong Ltd.

## **ACBS Pavilion Grand Opening**

Time: 2:30pm – 3pm

Venue: ACBS Booth (1C-F33,1D-A33)

## **Conference: Making Asian Films in America**

Time: 2:30pm-4pm

Venue: Event Room, Hall 1

Organiser: Producers Guild of America

Panel Speakers: Stu Levy, Chair of the Producers Guild of America’s International Committee,  
Online Video Committee and the PGA ProShow

Hong Kong Trade Development Council 香港貿易發展局 5

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## Media Invitation 採訪邀請

Elizabeth Dell, Head, China Task Force, Producers Guild of America  
Jooick Lee, Producer, CEO, SCS Boram Entertainment  
Howard Frumes, Attorney, Alexander, Lawrence, Frumes & Labowitz LLP  
Wendy Reeds, Executive Vice President of Lionsgate International Sales

Language: English

### **THE TREASURE Press Conference**

Time: 2:30pm-3:30pm

Venue: Studio, Hall 1

Organiser: Distribution Workshop (HK) Ltd

### **“Action! Taipei” Press Conference**

Time: 3pm-4:30pm

Venue: Meeting Room S226-227, HKCEC

Organiser: Taipei Film Commission

### **16th TBS DigiCon6 Awards Hong Kong Certificate Presentation Ceremony & Creative Master Workshop**

Time: 3pm-6pm

Venue: Meeting Room S224-225, HKCEC

Organiser: Firedog Creative Company Limited

### **The 5th Golden Flower Awards Presentation Ceremony**

Time: 3:30pm-5pm

Venue: Meeting Room S221, HKCEC

Organiser: Microfilm Academy Limited

### **Mei Ah Film Parade 2015**

Time: 4pm-6pm

Venue: Studio, Hall 1

Organiser: Mei Ah Entertainment Group

### **2015 Media Asia Presentation**

Time: 4:30pm-6pm

Venue: Stage, Hall 1

Organiser: Media Asia Distribution Ltd

### **Press Conference by Heat Creative Workshop Limited**

Time: 4:30pm-5:30pm

Venue: Event Room, Hall 1

Organiser: Heat Creative Workshop Limited, Star Alliance Movies (HK) Co., Ltd.

**25 March (Wednesday)**

### **The New Silk Road of Asia's Film Industry: Challenges, Opportunities and Partnership**

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38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong  
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## Media Invitation 採訪邀請

Time: 10:30am-12:30pm

Venue: Stage, Hall 1

Moderator: Alexander WAN, Senior Advisor, China Daily Asia Pacific

Keynote Speakers: Wilfred WONG Ying-wai, Chairman, Hong Kong International Film Festival Society; Chairman, Asian Film Awards; Academy & Vice Chairman, Hong Kong Film Development Council

LEE Yong-kwan, Festival Director, Busan International Film Festival

Yasushi SHIINA, Director-General, Tokyo International Film Festival

Dr. MA Runsheng, Co-producer/China Distributor President of China Radio, Film and Television Program Exchange Center

Panel Speakers: Pantham THONGSANG, Deputy Secretary for Academic Affairs, The National Federation of Motion Pictures and Contents Associations

ZHU Huilong, CEO of Youku Tudou Inc, Heyi Pictures and the Senior Vice President of Youku Tudou Inc

YANG Xianghua, Senior Vice President of iQIYI.Com, Inc

Ann AN, President, Desen International Media

William PFEIFFER, Chief Executive Officer, Dragongate Entertainment Ltd

Clifford COONAN, Asia Bureau Chief, The Hollywood Reporter

Raymond ZHOU, Columnist/ Film Critic, China Daily

Languages: English, Mandarin, Japanese, Korean

### **Beautiful 2015 Youku Original Master's Microfilm Press Conference**

Time: 10:30am-12pm

Venue: Event Room, Hall 1

Organiser: Iverge Information Technology Co., Ltd

### **2015 Galloping Horse Press Conference**

Time: 12pm-1pm

Venue: Studio, Hall 1

Organiser: Beijing Galloping Horse Film Co., Ltd

### **Kyoto & Sapporo, "REGIONS OF JAPAN"- Joint Announcement Press Conference**

Time: 12:30am-2pm

Venue: Event Room, Hall 1

Organiser: Now TV, Sapporo Electronics and Industries Cultivation Foundation, Screen Authority Sapporo, REGIONS OF JAPAN

### **Digital Entertainment Summit: T for Transmedia: Immersive Storyworld and A New Way of Audience Engagement**

Time: 2pm-4:30

Venue: Stage, Hall 1

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Organiser: HKTDC, HK Digital Entertainment Association, City of Moving Images  
Moderator: Joel Kwong, Programme Director, Microwave International Media Arts Festival  
Panel Speakers: Jeff Gomez, Chief Executive Officer, Starlight Runner  
Peter Lee, Founder and CEO, NOLGONG  
Chester Lo, Business Director of Asia Pacific, Sun Mobile Communications Limited  
Gilles Freissinier, Head of Arte France Digital Development  
Tony Wong, Co-founder and Strategic Poet, YNOT?TONY ®  
Language: Cantonese, English, Mandarin

### **Briefing on New Initiatives of the Film Development Fund - First Feature Film Initiative / Film Production Grant Scheme**

Time: 2:30pm-5:30pm  
Venue: Meeting Rooms S224-S225, HKCEC  
Organiser: CreateHK

### **Press Conference for Official Launch of Pearl River Channel on HK Cable Television**

Time: 2:30pm-4:30pm  
Venue: Event Room, Hall 1  
Organiser: Guangdong Radio & Television Pearl River Channel, HK Cable Television Limited; Hong Kong Creative Art Media Ltd.

### **TV World 2015 " The Future of Crowdfunding" Workshop & Discussion Forum**

Time: 2:30pm-5pm  
Venue: Meeting Room S221, HKCEC  
Organiser: Hong Kong Televisioners Association

### **The 13<sup>th</sup> HAF Awards Presentation Ceremony & iQIYI – HAF Happy Hour**

Time: 4:30pm-6pm  
Venue: Studio, Hall 1  
Organiser: The Hong Kong International Film Festival Society Ltd., Hong Kong – Asia Film Financing Forum, IQIY Motion Pictures

### **Reception to Celebrate the US-Hong Kong Partnership at FILMART**

Time: 5pm-6pm  
Venue: Event Room, Hall 1  
Organiser: HKTDC, US Commercial Service Hong Kong

## **26 March (Thursday)**

### **The 5th Hong Kong International Mobile Film Awards – Award Presentation Ceremony**

Hong Kong Trade Development Council 香港貿易發展局 8  
38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong  
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## Media Invitation 採訪邀請

Time: 10:30am-noon

Venue: Stage, Hall 1

Organiser: Hong Kong Wireless Technology Industry Association

### **Hong Kong Asian-Pop Music Festival 2015 Business Forum – Lighting Up Music Market in Asia with Surging Digital Platform**

Time: 11am-12:30pm

Venue: Meeting Room S221, HKCEC

Organisers: HKTDC, IFPI (Hong Kong Group)

Speakers: Lei Zhenjian, Vice President, Letv.com and President, Letv Music;

Ken Cheung, Head of Media Partnerships, Asia Pacific, Facebook

Tan Chee Meng, Director of Label Relations, Spotify (APAC)

Languages: Cantonese, English, Putonghua

### **The 5<sup>th</sup> Hong Kong International Mobile Film Conference**

Time: 1:30pm-4pm

Venue: Studio, Hall 1

Organisers: Hong Kong Wireless Technology Industry Association

### **Hong Kong Asian-Pop Music Festival: Press Conference**

Time: 4pm-6pm

Venue: Meeting Room S221, HKCEC

Organisers: IFPI (Hong Kong Group)

Supporting Organisation: HKTDC

### **2nd Microfilm Production Support Program (Music) Cocktail**

Time: 5:30pm-6:30pm

Venue: Theatre Foyer, HKCEC

Organisers: Hong Kong Association of Interactive Marketing

### **2nd Microfilm Production Support Scheme (Music) Awards Presentation Ceremony Cum Premiere**

Time: 6:30pm-8pm

Venue: Theatre 2, HKCEC

Organisers: Hong Kong Association of Interactive Marketing

## **27 March (Friday)**

### **Hong Kong Asian-Pop Music Festival**

Time: 7:30pm-11pm

Venue: Hall 5BC

Hong Kong Trade Development Council 香港貿易發展局 9

38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong

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## *Media Invitation* 採訪邀請

Organisers: IFPI (Hong Kong Group)

Supporting Organisation: HKTDC

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