

## REMINDER

Please note updated information highlighted in yellow.

To assignment editors:

## **Curtains rise 700+ exhibitors descend on FILMART** ***Navigate latest industry trends and opportunities at concurrent EntertainmentPulse***

**12 March 2023** – Organised by the Hong Kong Trade Development Council (HKTDC), the 27<sup>th</sup> **HKTDC Hong Kong International Film and TV Market (FILMART)** returns from 13 March to 16 March at the Hong Kong Convention and Exhibition Centre (HKCEC). A forum, EntertainmentPulse, will be held concurrently.

FILMART is one of the founding events of **Entertainment Expo**. The **Expo's kick-off ceremony** will take place on the first day of FILMART, gathering representatives of local film companies, global exhibitors, visitors and Hong Kong entertainment ambassador **Mr Leon Lai**.

### **FILMART gathers global exhibitors**

FILMART is Asia's largest cross-media, cross-industry entertainment content-trading platform and is a founding event of Entertainment Expo. This year's event has attracted more than 700 exhibitors from 30 countries and regions.

In addition to leading Hong Kong major film and television companies, more than 20 pavilions – including from Europe, Italy, Japan, Korea, Mainland China, Taiwan, Thailand and the United States – will showcase entertainment products from around the world.

The four-day FILMART will feature a variety of events, including press conferences, showcases, summits, seminars, screenings and more, to highlight the latest in entertainment and encourage participants to exchange ideas and build connections.

**EntertainmentPulse** will discuss a series of topics, including the hype behind dating and romance reality shows, application of Web3 in entertainment industry and Chinese donghua as soft power.

Speakers include **Mr Jiang De Fu**, COO of Bona Film Group, which released *The Battle at Lake Changjin* in 2021 that raked in more than RMB5.7 billion (US\$824 million), to become the country's highest-grossing film to date. **Mr Hou Hong Liang**, Chairman and Producer of Daylight Entertainment Co Ltd, which created famous TV series, such as *Nirvana in Fire* and *The Story of Ming Lan*, and **Mr Sebastian Kim**, Director of International Content Sales and Acquisition of CJ ENM from Korea, who has made his mark with tvN's popular Korean dramas, such as *25, 21* in 2022, will also feature. **Mr Sanmesh Thakur**, Executive Vice President & Territory Head – APAC of ZEE Entertainment Enterprises Limited and **Mr Ziraviss Vindhanapisuth**, Vice President of International Business from BEC World Public Company Ltd, are also part of the stellar speaker line-up.



## Media Invitation 採訪邀請

Hong Kong films have recently done well at the box office, including the first-ever local film to break the HK\$100 million (US\$12.7 million) record. EntertainmentPulse has invited **Mr Jack Ng**, director of *A Guilty Conscience*, **Mr Sunny Chan**, director and screenwriter of *Table for Six*, and **Ms Judy Chu**, director and playwright of *Sunshine of My Life*, to discuss the growth and global reach of Hong Kong films at a **Dialogue with Hong Kong Directors event** on 16 March.

A major financing platform in Asia, the **Hong Kong-Asia Film Financing Forum (HAF)** will be held alongside FILMART and EntertainmentPulse, connecting filmmakers, investors, producers and distributors.

The 21st HAF has selected 28 in-development projects (IDP) and 15 work-in-progress projects (WIP) from 350 submissions from 38 countries and regions, covering a variety of genres, including comedy, horror, fantasy, romance, suspense, drama and animation. These projects will be highlighted alongside projects from acclaimed filmmakers and producers, such as Arsalan Amiri, Anthony Chen, Fruit Chan, Stanley Kwan, Teddy Robin, Lin Yu Hsien, Tian Zhuangzhuang, Nai An, Jakrawal Nilthamrong, Nader Saeivar as well as venerable festival director Marco Müller as producer. HAF will feature 22 directors making their feature debut and highlight 10 film projects from Hong Kong.

You and your representatives are cordially invited to cover [FILMART](#) and [EntertainmentPulse](#). Details are as follows:

**Date and time:** 13-15 March 2023 (Monday-Wednesday) 9:30am-6pm  
16 March 2023 (Thursday) 9:30am-5pm  
**Venue:** Hall 1, HKCEC, Wan Chai  
**Media registration:** Please show your business card or press identification card at the media registration counter, located at HKTDC Media & Webcast Centre, Expo Drive Entrance, or the media registration counter at Hall 1E concourse

You and your representatives are also cordially invited to cover the **Entertainment Expo Hong Kong 2023 Kick-off Ceremony**.

**Date:** 13 March 2023  
**Time:** 2:30pm-3:15pm (Media registration will be started at 2:00pm)  
**Venue:** Galaxy Theatre, Hall 1, HKCEC  
**Guests:** **Mr KK Chan**, Chief Secretary for Administration of the Government of the Hong Kong Special Administrative Region  
**Ms Zhou Jihong**, First-grade Counsel, International Cooperation Department, National Radio and Television Administration  
**Mr Leon Lai**, Hong Kong Entertainment Ambassador

**FILMART:** <http://www.hktdc.com/hkfilmart>

**Conferences & Special Events:** <https://bit.ly/3J104fR>

**EntertainmentPulse:** [entertainmentpulse.hktdc.com/en](http://entertainmentpulse.hktdc.com/en)

**Programme:** [entertainmentpulse.hktdc.com/en/programme/programme](http://entertainmentpulse.hktdc.com/en/programme/programme)

### Media enquiries

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## Media Invitation 採訪邀請

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## Highlight Events

13 March 2023 (Day 1)

Time	Event
11:00 – 12:00	<p><b>Spotlight Conversation: The Asian Wave in 2023 and Beyond</b></p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Sebastian Kim</b>, Director of Content Sales &amp; Acquisitions, CJ ENM</li> <li>• <b>Sanmesh Thakur</b>, Executive VP &amp; Territory Head – APAC, ZEE Entertainment Enterprises Limited</li> <li>• <b>Ziraviss Vindhanapisuth</b>, VP - International Business, BEC World Public Company Limited</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Patrick Frater</b>, Asia Bureau Chief, Variety</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Galaxy Theatre</li> </ul>
13:30 – 18:00	<p><b>The 21st Hong Kong - Asia Film Financing Forum WIP Open Pitch</b></p> <p>Organiser:</p> <ul style="list-style-type: none"> <li>• The Hong Kong International Film Festival Society Limited</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Starlight Theatre</li> </ul>
14:30 – 15:15	<p><b>Entertainment Expo Hong Kong 2023 Kick-off Ceremony</b></p> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Galaxy Theatre</li> </ul>
16:00 – 16:30	<p><b>Dialogue with Bona Film Group: The Development and Future of Chinese Films</b></p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• <b>Jiang De Fu</b>, COO, BONA Film Group &amp; Chairperson, Guangzhou Film Association</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Wang Yu</b>, President, Chinese Film Market</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Galaxy Theatre</li> </ul>

<p><b>16:30 – 17:00</b></p>	<p><b>In Conversation with Daylight Entertainment: The Making of Quality TV Content</b></p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• <b>Hou Hong Liang</b>, Chairman and Producer, Daylight Entertainment Co., Ltd.</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Wang Yu</b>, Magazine Editor and Film Producer, Chinese Film Market</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Galaxy Theatre</li> </ul>
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## 14 March 2023 (Day 2)

Time	Event
<p><b>10:00 – 11:00</b></p>	<p><b>Linmon Pictures 2023-2024 Lineup</b></p> <p>Organiser:</p> <ul style="list-style-type: none"> <li>• Shanghai Linmon Pictures Co., Ltd.</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Galaxy Theatre</li> </ul>
<p><b>10:00 – 12:00</b></p>	<p><b>Chinese Content Global Communication Forum</b></p> <p>Organiser:</p> <ul style="list-style-type: none"> <li>• International Cooperation Department of National Radio and Television Administration of China</li> </ul> <p>Co-organisers:</p> <ul style="list-style-type: none"> <li>• Radio and Television Administration of Zhejiang(TBC)</li> <li>• China (Zhejiang) International Cooperation Zone for Film and TV Industry and Phoenix TV</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Starlight Theatre</li> </ul>
<p><b>14:00 – 15:00</b></p>	<p><b>Introducing "Tumsi" ; A Short Drama About Hokkaido Ainu People</b></p> <p>Organiser:</p> <ul style="list-style-type: none"> <li>• The Sapporo Television Broadcasting Co., Ltd</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Starlight Theatre</li> </ul>

<p><b>15:30 – 16:30</b></p>	<p><b>MUSE Communication Anime Release Conference</b></p> <p>Organiser:</p> <ul style="list-style-type: none"> <li>• Muse Communication (H.K.) Ltd</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Starlight Theatre</li> </ul>
<p><b>17:00 – 18:00</b></p>	<p><b>Love Stories Wanted: Hype behind Dating and Romance Reality Show</b></p> <p>Co-organiser: ContentAsia</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Yosuke Muramoto</b>, Director and Chief Producer, YD Creation &amp; Yoshimoto Kogyo Co., Ltd.</li> <li>• <b>Linfield Ng</b>, Vice President, Format Sales and Production, Asia, NBCUniversal Formats</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Janine Stein</b>, Editorial Director, ContentAsia</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Starlight Theatre</li> </ul>

## 15 March 2023 (Day 3)

Time 時間	Event
<p><b>10:00 – 11:00</b></p>	<p><b>Donghua: the Chinese Soft Power?</b></p> <p>Co-organiser: Anney International Animated Film Festival and Market (MIFA)</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Chen Liaoyu</b>, Chief Director, Shanghai Animation Film Studio Co Ltd (SAFS)</li> <li>• <b>Clément Magar</b>, General Manager, Fortissimo</li> <li>• <b>Mickael Marin</b>, CEO, Anney International Animated Film Festival</li> <li>• <b>Yu Zhou</b>, President, Light Chaser Animation Studios</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Yann Marchet</b>, Founder, Print The Legend</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Starlight Theatre</li> </ul>

<p><b>11:30 – 13:00</b></p>	<p><b>K-DRAMA Press Conference with Actors</b> In Korean (supported by simultaneous interpretation in English)</p> <p>Organiser:</p> <ul style="list-style-type: none"> <li>• KOCCA (Korea Creative Content Agency)</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Galaxy Theatre</li> </ul>
<p><b>13:30 – 16:00</b></p>	<p><b>Briefing of 8th First Feature Film Initiative, Hong Kong - Asian Film Collaboration Funding Scheme and Content Development Scheme for Steaming Platforms</b> In Cantonese (supported by simultaneous interpretation in English)</p> <p>Organiser:</p> <ul style="list-style-type: none"> <li>• Film Development Council and Create Hong Kong</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Starlight Theatre</li> </ul>
<p><b>15:15 – 16:15</b></p>	<p><b>Digital Entertainment Summit: Uncovering the Application of Web3 in Entertainment Industry</b></p> <p>Co-organiser: Hong Kong Digital Entertainment Association</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Evan Auyang</b>, Group President, Animoca Brands</li> <li>• <b>Jenefer Brown</b>, EVP and Head of Global Products &amp; Experiences, Lionsgate</li> <li>• <b>Lucas Cheung</b>, Managing Partner, Hong Kong, Gusto Collective</li> <li>• <b>Jaeson Ma</b>, Co-founder, 88rising; Co-Founder &amp; CEO, OP3N and Co-Founder &amp; Co-CEO, EST Media</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Liz Shackleton</b>, Contributing Editor, Asia, Deadline</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Galaxy Theatre</li> </ul>
<p><b>16:30 – 18:00</b></p>	<p><b>The 21st Hong Kong - Asia Film Financing Forum Awards Ceremony</b></p> <p>Organiser:</p> <ul style="list-style-type: none"> <li>• The Hong Kong International Film Festival Society Limited</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Starlight Theatre</li> </ul>

16 March 2023 (Day 4)

Time	Event
10:00 – 11:00	<p><b>Dialogue with Hong Kong Directors: the Spring of Hong Kong Movies?</b></p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• <b>Sunny Chan</b>, Director of Table for Six</li> <li>• <b>Judy Chu</b>, Director of Sunshine of My Life</li> <li>• <b>Jack Ng</b>, Director of A Guilty Conscience</li> </ul> <p>Moderator:</p> <ul style="list-style-type: none"> <li>• <b>Thomas Shin</b>, Hong Kong Film Critic</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Galaxy Theatre</li> </ul>
11:30 – 13:00	<p><b>From Fantasies to Reality - The Making of &lt;The Wandering Earth II&gt;</b></p> <p>Organiser:</p> <ul style="list-style-type: none"> <li>• Emperor Motion Pictures</li> </ul> <p>Venue:</p> <ul style="list-style-type: none"> <li>• Starlight Theatre</li> </ul>