

To Assignment Editor:

FILMART Opens in Hong Kong Next Monday Mega Industry Event to Feature some 800 Exhibitors

9 March 2016 – A global cast of industry players will be in Hong Kong next week for the 20th edition of the Hong Kong International Film and TV Market (FILMART), which opens on 14 March and continues through 17 March.

FILMART, the largest entertainment market in Asia, will take place at the Hong Kong Convention and Exhibition Centre (HKCEC) and is organised by the Hong Kong Trade Development Council (HKTDC). This year, about 800 exhibitors from over 30 countries and regions will participate in FILMART. Alongside major Hong Kong film companies, this year sees the largest participation from Chinese mainland exhibitors from different provinces and cities including Beijing, Shanghai, Shandong, Sichuan, Guangdong and Hangzhou. Chongqing is also setting up its regional pavilion at FILMART for the first time.

FILMART's TV World, now in its 10th year, is expected to welcome more than 360 exhibitors. The theme of the high-profile TV World International Forum is "Belt & Road – Business Opportunities for the Global TV Industry."

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

FILMART Schedule

14-16 March (Monday-Wednesday)	9:30am-6pm
17 March (Thursday)	9:30am-5pm

Venue: Hall 1, HKCEC, Wan Chai

FILMART Website: <http://www.hktdc.com/fair/hkfilmart-en/>

Media Enquiries

Please contact the HKTDC's Communication & Public Affairs Department:

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

FILMART 2016: Event Highlights

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

14 March (Monday)

Film Conference: From the Local to the Global: In Conversation with Producers From Around the World

Time: 10am-noon

Venue: Stage, Hall 1

Moderator: Liz Shackleton, Chief Editor for Asia of Screen International

Speakers: Philippe Bober, Managing Director of Coproduction Office; Hank Liu, COO and Vice Chairman of LeEco; Mr. Pierre-Ange Le Pogam, Producer of Stone Angels; Mr. Wong Jing, Chief Executive Officer of Mega-Vision Project Workshop Limited

Language: Cantonese, English, Mandarin

Organiser: HKTDC

"The Brink" Press Conference

Time: 10:30am-noon

Venue: The Studio, Hall 1

Organiser: Sun Entertainment Culture Ltd.

"CALL OF HEROES" Press Conference

Time: 12:30pm-1:30pm

Venue: The Stage, Hall 1

Organiser: Universe Film Distribution Co., Ltd.

2016 A & B Film and JiZhong Culture Filmography Conference

Time: 12:30pm-1:30pm

Venue: The Studio, Hall 1

Organiser: A&B Film Enterprises Ltd.

Swordmaster 3D Dialogue with the Press

Time: 1pm-2pm

Venue: Event Room, Hall 1

Organisers: Distribution Workshop (HK) Ltd.

The 17th DigiCon6 Asia - Hong Kong Certificate Presentation Ceremony

Time: 1pm-3pm

Venue: Meeting Room S224-225, HKCEC

Organiser: Hong Kong Digital Entertainment Association

Press Conference for Sichuan Film Delegation

Time: 4pm-6pm

Venue: The Studio, Hall 1



Media Invitation 採訪邀請

Organiser: Publicity Department of the CPC Sichuan Provincial Committee, Sichuan Provincial Bureau of Press, Publication, Radio, Film and Television

2016 YL Pictures Presentation

Time: 4:30pm-6pm

Venue: Event Room, Hall 1

Organiser: Young Live Entertainment (HK) Co., Ltd.

Entertainment Expo Hong Kong Kick-off Ceremony and Joint Cocktail Reception for the 20th Anniversary of FILMART & the 40th Anniversary of HKIFF

Time: 4:30pm-6pm

Venue: The Stage, Hall 1

Organiser: HKTDC, Hong Kong International Film Festival Society

Guest of Honour: John Tsang, Financial Secretary, HKSARG

Guests: Margaret Fong, Executive Director, HKTDC

Terry Lai, Chairman of HKTDC Entertainment Industry Advisory Committee

Dr. Wilfred Wong, SBS, JP, HKIFFS Chairman

Leon Lai, Hong Kong Entertainment Ambassador

15 March (Tuesday)

The 9th Asian VFX and Digital Cinema Summit 2016

Time: 9am-12:30pm

Venue: Theatre 1, HKCEC

Organiser: Hong Kong Association of Motion Picture Post Production Professionals

Film projects in 2016-Proudly presented by China 3D Digital Entertainment Ltd

Time: 11:00am-noon

Venue: The Stage, Hall 1

Organiser: China 3D Digital Entertainment Ltd.

Japan-Hong Kong Collaboration Seminar New Frontier of Cool Japan: TV x FILM x Animation

Time: 10:30am-noon

Venue: Studio, Hall 1

Moderator: Shigemi Furuta, Director, Japan, Hong Kong Trade Development Council

Speakers: Yasuhiro Maeda, Deputy Director-General, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry (METI)

Dr. MA Runsheng (Chinese Mainland), Former President of China Radio, Film and Television Program Exchange Center Vice President of China Television Drama Production Industry Association

Yorihisa Kono, Divisional Senior Vice President, International Business Development, Nippon Television Network Communication

Jeffrey Chan, CEO, Distribution Workshop

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

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

www.hktdc.com



Media Invitation 採訪邀請

Kensuke Zushi, Chief Operating Office/Producer, SEDIC International Inc
Masato Tanaka, Rights & Contents dpt. Manager/TV & Radio program Producer,
Hokkaido Broadcasting Co., Ltd.

Languages: English, Japanese, Cantonese, Putonghua
Organiser: HKTDC

Operation Greenlight - Hong Kong Young Filmmakers Pitch Session

Time: 11am-12:30pm

Venue: Event Room, Hall 1

Organisers: Hong Kong Asia Film Forum, Hong Kong International Film Festival Society

Emperor Motion Pictures Press Conference

Time: 1pm-3pm

Venue: The Stage, Hall 1

Organiser: Emperor Motion Pictures

iQIYI Seminar

Time: 1pm-2pm

Venue: Event Room, Hall 1

Organisers: Hong Kong Asia Film Forum, Hong Kong International Film Festival Society

"Nessun Dorma" & "Robbery" Press Conference

Time: 2pm-3:30pm

Venue: The Studio, Hall 1

Organisers: Sun Entertainment Culture Ltd.

Hong Kong Movie Industry: Road to the Movie in the New Era

Time: 2pm-5pm

Venue: Theatre 2, HKCEC

Organiser: Movie Producers & Distribution Association of Hong Kong Ltd.

Mei Ah Film Parade 2016

Time: 2:30pm-4pm

Venue: Event Room, Hall 1

Organiser: Mei Ah Entertainment Group

TV World 2016 - Opening Ceremony

Time: 3:30pm-4pm

Venue: The Stage, Hall 1

Organiser: HKTDC, Hong Kong Televisioners Association

Magic Makes Movie - Film Facilitation and Production Services in the Pearl River Delta Region

Hong Kong Trade Development Council 香港貿易發展局 4

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

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

www.hktdc.com



Media Invitation 採訪邀請

Time: 3-6:30pm
Venue: Room S421, Hall 1
Organiser: CreateHK

Building a Blockbuster Franchise: IP, Brands, Story and Audience

Time: 4pm-5:30pm
Venue: The Studio, Hall 1
Moderator: Elizabeth Dell, Producer, Two Camels Films Head, China Task Force, Producers Guild of America
Speakers: David Miles Uslan, Producer of Thunder Agents; Dongbing Shan, Producer of Expendables; Doug Mitchell, Producer of Mad Max: Fury Road; Nansun Shi; Producer of Young Detective Dee – Rise of the Sea Dragon
Language: English, Mandarin

TV World 2016 - International Forum: "Belt & Road" Business Opportunities for the Global TV Industry

Time: 4pm-6pm
Venue: The Stage, Hall 1
Moderator: Peter Lam, Vice President of Hong Kong Televisioners Association
Speakers: Prof. Giovanni Robbinano, Head of FAMU International of FAMU, Prague, Faculty Academic of Film & Tv; Bin Chen, Senior Vice President of DMG YinJi Film, Television, Entertainment & Media Company Limited; Rezal A. Rahman, Chief Executive Officer of Pinewood Iskandar Malaysia Studios Sdn Bhd; Vasily Korvyakov, Partner of Veles Media
Language: Cantonese, English, Mandarin
Organiser: HKTDC, Hong Kong Televisioners Association

Taiwan Pavilion Cocktail Party

Time: 4:30pm-6pm
Venue: Event Room, Hall 1
Organiser: Bureau of Audiovisual and Music Industry Development, Ministry of Culture

16 March (Wednesday)

International Opportunities Brought by China's Film Industry's Globalization

Time: 10am-noon
Venue: Event Room, Hall 1
Moderator: Alexander Wan, Senior Advisor, China Daily Asia Pacific
Session Chairman: Zhou Li, Editorial Board Member, China Daily Group Publisher & Editor-in-Chief, China Daily Asia Pacific
Keynote Speakers: Dr. Wilfred Wong Ying-wai, Chairman, Hong Kong International Film Festival Society; Chairman, Asian Film Awards Academy Deputy Chairman, Hong Kong Film Development Council
Michael C. Ellis (Hong Kong SAR), President & Managing Director,

Asia-Pacific Region Motion Picture Association (MPA)

Park Keun-tae (Korea), CEO & President CJ Korea Express CJ Group China
Headquarters

Amy Liu (Chinese Mainland), Co-Founder & Senior Vice President of
EntGroup

Jeane Huang (Taiwan), Former Director of Taipei Film Festival Jury of 9th
Asian Film Awards Jury of 28th Tokyo International Film Festival

Kriengsak Victor Silakong (Thailand), Festival Director, World Film Festival of
Bangkok

Li Yansong (Chinese Mainland), President, iQIYI Motion Pictures Vice
President, iQIYI.Com, Inc

Hao Bin (Chinese Mainland), Executive Director and Chairman of the Board
of SMI Culture Group Holdings Ltd

Cary Cheng (Chinese Mainland), Deputy General Manager of Wanda Media
Co., Ltd

CT Yip (Hong Kong SAR), Executive Director of Media Asia Group Holdings
Limited CEO of Lai Sun Group

Dr. Ma Runsheng (Chinese Mainland), Former President of China Radio,
Film and Television Program Exchange Center Vice President of China
Television Drama Production Industry Association

Languages: English, Mandarin, Japanese, Korean

Animation Conference: How Can a Small/Medium Size Animation Studio be Successful in the Global Market?

Time: 10:30am-noon

Venue: The Studio, Hall 1

Moderator: Natalie Altmann, CEO of Media Valley

Speakers: Samuel Choy, General Manager of Bliss Concepts Limited; Guillaume Hellouin
President & CEO, Founder of TeamTO; Gerry Shirren, Managing Director of Cartoon Saloon;
Kazuhiro Nishikawa, Director of Dandelion Animation Studio

Digital Entertainment Summit: Expert Dialogues: How to Present Ideas in the Digital Era

Time: 1:30pm-3:30pm

Venue: The Studio, Hall 1

Moderator: Joel Kwong, Artistic Director, Transmedia Department – Asia Pacific of Sun Mobile
Communication Ltd. Programme Director, Microwave International Media Arts Festival

Speakers: Bingbing Tang, Chief Creative Officer of Base FX; Yusuke Tominaga, CEO of dot by
dot inc.; Leonard Wong, Head of Digital of Universal Music Hong Kong; Wayne Tsang, Director
of Wazza Creative

Organiser: HKTDC, Hong Kong Digital Entertainment Association



The 14th HAF Awards Presentation Ceremony

Time: 4pm-6pm

Venue: Studio, Hall 1

Organiser: The Hong Kong International Film Festival Society Ltd., Hong Kong – Asia Film Financing Forum, IQIY Motion Pictures

Our Virtual Future Workshop & Discussion Forum

Time: 9am-5pm

Venue: Meeting Room S421, HKCEC

Organisers: Hong Kong Televisioners Association, HKTDC

Inaugural Press Conference of Flagship Entertainment - presented by TVB Flagship Entertainment Is a Joint Venture of CMC Holdings, Warner Bros. Entertainment, Inc. and TVB

Time: 11:00am-12:30pm

Venue: The Stage, Hall 1

Organiser: TVBI Company Ltd.

2016 Hong Kong Animation Film Forum and Press Conference

Time: 12:30pm-2pm

Venue: Event Room, Hall 1

Organiser: Asian Comic and Animation Culture Association Co., Ltd.

Media Asia Presentation 2016

Time: 2pm-3pm

Venue: The Stage, Hall 1

Organiser: Media Asia Distribution Ltd

ACC Cocktail Drinks

Time: 2:30pm-4pm

Venue: Event Room, Hall 1

Organiser: Arab Cinema Center

The Challenge of Asian Cinema

Time: 4pm-6pm

Venue: The Stage, Hall 1

Organiser: Hong Kong International Film Festival Society Ltd.

17 March (Thursday)



Media Invitation 採訪邀請

Hong Kong Asian-Pop Music Festival 2016 Business Forum – K-Pop Legend – How Korean Pop Music Opens Up New Opportunities in Asia

Time: 11am-1pm

Venue: Theatre 2, HKCEC

Moderator: Maze Chan, Host of Korean Pop Culture Programme – K-POP Upbeat, RTHK

Speakers: Shin Hyung-Kwan, Mnet Contents Business, CJ E&M Corporation, Korea
Wang Ke, Vice President of Mango Entertainment, Hunan Broadcasting System, Chinese mainland

Gary Chan, Director, East Asia Music (Holding) Limited, Hong Kong

Tony Fan, CEO & Executive Director, Star Gaze Entertainment Group Limited, Hong Kong

Harin Lee, Singer-songwriter and Artist, Korea

Organisers: HKTDC, IFPI (Hong Kong Group)

Languages: Cantonese, Putonghua, Korean (S.I. for Cantonese & English)

Hong Kong Asian-Pop Music Festival: Press Conference

Time: 4pm-6pm

Venue: Meeting Room S221, HKCEC

Organisers: IFPI (Hong Kong Group)

Supporting Organisation: HKTDC

The 3rd Microfilm Production Support Scheme (Music) Awards Presentation Ceremony and Premiere

Time: 6:30pm-8pm

Venue: Theatre 2, HKCEC

Organisers: Hong Kong Association of Interactive Marketing

18 March (Friday)

Hong Kong Asian-Pop Music Festival

Time: 7:30pm-11pm

Venue: Hall 5BC

Organisers: IFPI (Hong Kong Group)

Supporting Organisation: HKTDC

Media enquiries: Please contact Spandau Tam, at tel: 9135 7016; email:

spandau@advancepro.hk