

To Assignment Editor:

FILMART Opens In Hong Kong Next Monday ***Mega Industry Event to Feature Some 850 Exhibitors***

13 March 2018 – The Hong Kong International Film and TV Market (**FILMART**), one of the world's leading entertainment marketplaces, opens on 19 March and continues through 22 March. FILMART is one of nine events under the **Entertainment Expo Hong Kong**, which opens on the same day with a Kick-off Ceremony. Guests will include Paul Chan, Financial Secretary, the Government of the Hong Kong Special Administrative Region; Raymond Yip, Acting Executive Director of the Hong Kong Trade Development Council (HKTDC); Zhou Jiandong, Deputy Director-General, Film Bureau, State Administration of Press, Publication, Radio, Film and Television of The People's Republic of China; Terry Lai, Chairman of the HKTDC Entertainment Industry Advisory Committee; and Leon Lai, Ambassador of the Entertainment Expo.

About 850 exhibitors from 37 countries and regions will participate in the 22rd edition of FILMART. Alongside major Hong Kong film companies; this year's event will feature greater exhibitor participation from various Chinese mainland provinces and cities, including Guangdong, Hangzhou, Beijing, Shanghai and Hunan. Exhibitors from Sichuan and Chongqing will also form new regional pavilions for the first time. In addition, more than 360 exhibitors from Belt and Road countries, including Russia, Thailand, India, Ukraine, Kazakhstan, Poland, Cambodia, Turkey and Vietnam, will take part in FILMART to explore Chinese mainland and global opportunities via the Hong Kong platform.

Documentaries are in focus at this year's FILMART, where visitors will find the documentary works of over 200 exhibitors. A seminar entitled "*Documentaries: From Local to Global*" will be held on Day 2 (20 March), featuring Daniel Braun, Co-President of Submarine Entertainment, maker of the Academy Award-winning documentaries of the past three years; Patrick Connolly, Vice President, Programming, AMC Networks Sundance TV Global and Summer Song, Director of Copyright Operation Center, China Visible Influence Pictures Ltd.

Other conferences and seminars will also feature an extraordinary line-up of speakers, such as Kang Hye Jung, producer of Korean blockbuster "*The Battleship Island*"; David Kosse, executive producer of Oscar-winning films "*The Theory of Everything*" and "*Room*"; "*Shuzo John Shiota*", and executive animation producer of the "*Transformers*" series and "*Ajin*". At the seminar on "Navigating the Chinese TV Market", speakers will include Chen Xiao, Vice President of IQIYI; Hou Hong Liang, CEO of Daylight Entertainment Co., Ltd (producer of popular Chinese TV series "*Nirvana in Fire*"); Ma Zhong-jun, Chairman of Beijing Ci Wen Media (producer of mainland TV series "*The Return of the Condor Heroes*" and "*The Journey of Flower*"); Wu Hong-liang, Chairman of the Board, Talent Television and Film Co., Ltd (producer of "*The Empress of China*" and "*Win the World*", both mainland TV series).

To further help participants foster new business partnerships, FILMART will also feature over 40 networking events, thematic seminars and press conferences. More than 300 screenings will be held during the event, including some 100 world, international and Asia premieres.

You and your representatives are cordially invited to cover FILMART. Media representatives wishing to cover the event may register at the Media Centre located at the Expo Drive Entrance, HKCEC with their business cards and/or media identification. Details are as follows:

FILMART Schedule

19-21 March (Monday-Wednesday)	9:30am-6pm
22 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 and Public Affairs Department:

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FILMART 2018: Event Highlights

(Programme subject to change; please refer to [FILMART website](http://www.hktdc.com/fair/hkfilmart-en/) for latest updates)

19 March (Monday)

Navigating the Chinese TV Market

Time: 10am-noon

Venue: Starlight Theatre, Hall 1

Moderator: Chiang Sheng Yang - Presenter, Phoenix Satellite Television

Speakers: CEO, Chen Xiao - Vice President, IQIYI

Hou Hong Liang - CEO, Daylight Entertainment Co., Ltd.

Catherine Liu - Associate General Manager of Entgroup Solution Centre, Beijing
EntGroup Century DataTechnology Co., Ltd

Ma Zhong Jun - Chairman/ President, Ciwen Media Co., Ltd

Wu Hong Liang - Chairman of the Board, Talent Television and Film Co.,Ltd

Remarks: Putonghua with simultaneous Interpretation service

Organiser: HKTDC

"Limbo" Press Conference

Time: 10:30am-12:30pm

Venue: Galaxy Theatre, Hall 1

Organiser: Sun Entertainment Culture Ltd.

2018 Er Dong Pictures Presentation

Time: 12:30pm - 1:30pm

Venue: Starlight Theatre, Hall 1

Organisers: Er Dong Pictures

Media Launch

Time: 1:00pm - 2:00pm

Venue: Moonlight Theatre, Hall 1

Organisers: ORIENTAL INTERNATIONAL MEDIA Ltd

Work-In-Progress Lab Presentation

Time: 2pm - 5pm

Venue: Meeting Room N206-N207

Organisers: Hong Kong- Asia Film Financing Forum

Entertainment Expo Hong Kong Kick-off Ceremony

Time: 2:30pm-3pm

Venue: Galaxy Theatre, Hall 1

Guest of Honour: The Hon Paul Chan Mo-po, GBM, GBS, MH, JP, Financial Secretary, The Government of the Hong Kong Special Administrative Region

Guests:

- Raymond Yip, Acting Executive Director, Hong Kong Trade Development Council
- Zhou Jiandong, Deputy Director-General, Film Bureau, State Administration of Press, Publication, Radio, Film and Television of The People's Republic of China
- Terry Lai, Chairman of HKTDC Entertainment Industry Advisory Committee
- Leon Lai, Hong Kong Entertainment Ambassador

Mei Ah Entertainment Press Conference 2018

Time: 2:30pm-4pm

Venue: Moonlight Theatre, Hall 1

Organiser: Mei Ah Entertainment

Mega-Vision Project Workshop Presentation

Time: 4:30pm-6pm

Venue: Galaxy Theatre, Hall 1

Organiser: Mega-Vision Project Workshop Ltd

Filmmaker Spotlight

Time: 5pm-6pm

Venue: Starlight Theatre, Hall 1

Moderator: Patrick Suen - Film critic, writer

Speakers: Kang Hye Jung - CEO, Filmmakers R&K

Remarks: Korean with simultaneous Interpretation service in Cantonese, English and Mandarin

Organiser: HKTDC

20 March (Tuesday)

The 11th Asian VFX and Digital Cinema Summit 2017

Time: 9am-12:30pm

Venue: Theatre 1, HKCEC

Organiser: Advanced Motion Imaging Association

Operation Greenlight - Hong Kong Young Filmmakers Pitch Session

Time: 10am-noon

Venue: Starlight Theatre, Hall 1

Organiser: Hong Kong-Asia Film Financing Forum, HK International Film Festival Society

Documentaries: From Local to Global

Time: 10am-noon

Venue: Moonlight Theatre, Hall 1

Moderator: Chang Chao-wei - Chief Producer, CNEX Foundation Ltd

Speakers: Daniel Braun - Co- President, Submarine Entertainment

Patrick Connolly - Vice President, Programming, AMC Networks, Sundance TV
Global

Summer Song - Director of Copyright Operation Center, China Visible Influence
Pictures Ltd.

Organiser: HKTDC, CNEX Foundation Ltd

Remarks: English, Putonghua with simultaneous Interpretation service in Cantonese, English and Mandarin

Sun Entertainment Culture X Fei Fan Entertainment Press Conference

Time: 10:30am-12:30pm

Venue: Galaxy Theatre, Hall 1

Organiser: Sun Entertainment Culture

Press Conference of IQIYI (TW) Original Drama

Time: 1pm-2pm

Venue: Moonlight Theatre, Hall 1

Organiser: IQIYI

2018 A&B Film "The Belt and Road" Filmography Conference

Time: 1:30pm-3:30pm

Venue: Galaxy Theatre, Hall 1

Organiser: A&B Film Enterprises Limited

TV World 2018 – Opening Ceremony cum International Forum: Television and new media: Competitors? Or complement each other?

Time: 2pm-4:30pm

Venue: Starlight Theatre, Hall 1

Welcome Remarks: Tsui Siuming, President, Hong Kong Televisioners Association
Raymond Yip, Acting Executive Director, HKTDC

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

Speakers:

- Yasuo Furuhashi - Deputy Editor, Global Information Desk, Kyodo News
- Jeon Yong Ju - President/CEO, D'Live
- Ng Yu - Chief Executive Officer, Asia Television Digital Media Limited

Organiser: HKTDC, Hong Kong Televisioners Association

Remarks: Cantonese, Putonghua, Japanese and Korean with simultaneous Interpretation service

Dream Factory in Bay Area

Time: 2pm-4:30pm

Venue: Theatre 2, HKCEC

Organiser: Movie Producers and Distributors Association of Hong Kong, Hong Kong Film Development Council, HKTDC, CreateHK, Hong Kong International Screen Association

Film Projects in 2018-Proudly Presented by China 3D Digital Entertainment Ltd.

Time: 4pm-6pm

Venue: Galaxy Theatre, Hall 1

Organiser: China 3D Digital Entertainment Ltd, hmv Digital China Group

Content Without Borders: the new landscape of digital production and distribution

Time: 4:30pm-6pm

Venue: Moonlight Theatre, Hall 1

Moderator: Maria Lo Orzel - Representative, Producers Guild of America

Speakers:

- Jennifer Batty - Chief Content Officer, HOOQ
- Tom Jacobson - President, The Jacobson Company
- Michael Uslan - Producer, The Batman movie franchise
- Jia Yao - General Manager, Beijing Wenxin Huace Culture & Technology Co. Ltd. Organiser: Producers Guild of America

Filmmaker Spotlight

Time: 5pm-6pm

Venue: Starlight Theatre, Hall 1

Moderator: Liz Shackleton - Asian Editor, Screen International

Speakers: David Kosse - President, STXinternational, STX entertainment

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

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

Remarks: English with simultaneous Interpretation service in Cantonese, English and Mandarin
Organiser: HKTDC

21 March (Wednesday)

VR/AR: What Will This Change the Animation Industry

Time: 10:30 am - 12pm

Venue: Moonlight Theatre, Hall 1

Organiser: HKTDC; Annecy International Animated Film Festival and Market (MIFA)

Moderator: Yann Marchet - General Delegate, Paris Images Digital Summit

Speakers: Jonathan Flesher - Corporate Vice President, Global Head of Business
Development & Partnerships, Baobab Studios
KLEIN Francois - VR Producer, DV Group
Corentin Lambot - Producer, Atlas V
Brandon Oldenburg - Chief Creative Officer, Flight School Studio

Remarks: English with simultaneous Interpretation service

Digital Entertainment Summit 2018

Time: 2pm - 4pm

Venue: Starlight Theatre, Hall 1

Organiser: HKTDC, HKDEA

Part 1: Sharing by Producer:

Moderator: Takafumi Yuki - International Alliance Officer, Tokyo Broadcasting System Holdings, INC.

Speakers: Shuzo John Shiota - President/ CEO/ Executive Producer, Polygon Pictures Inc.

Part 2: Monetising Live-streaming:

Moderator: Amy Jo Smith - President & CEO, DEG: The Digital Entertainment Group

Speakers: Akiko Matsumoto - PR General Manager, KADOKAWA DWANGO Corp.

Kim Joon Hoo - Leader, Creator Biz TF, NAVER

Pakting Tse - PR & Marketing Manager, Asia Innovations HK Ltd

Remarks: English, Korean and Japanese with simultaneous Interpretation service

22 March (Thursday)

Hong Kong Asian-Pop Music Festival - Business Forum

Hong Kong Trade Development Council 香港貿易發展局 6

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

A New Page for Asian Music – The Vietnamese-pop Scene

Time: 11am - 12:35pm

Venue: Moonlight Theatre, Hall 1

Part 1 - Sharing by Vietnamese Music Experts:

Speakers: Hoang Van Thai - Director of iTV music channel, VTC

Luan Nhan The – Founder / CEO, NCT Corporation

Phuong Ngoc Bui – Founder / CEO, Vietnam Social Media., JSC

Part 2 - Panel Discussion:

Moderator: Flora Kwong - Director, WOW Music Ltd

Speakers: Fred Chong - Group CEO, WebTV Asia Sdn. Bhd.

Kim Ki-Woong - General Manager, Mnet

Organiser: HKTDC, ifpi (Hong Kong Group)

Remarks: English and Vietnamese with simultaneous interpretation service

Sharing with Young Filmmakers

Time: 2:30pm - 3:30pm

Venue: Moonlight Theatre, Hall 1

Organiser: HKTDC

Moderator: Maurice Lee - Partner, Maurice WM Lee Solicitors

Speakers: Andrew Hevia - Film Producer

Juno Mak - Director of "Sons of the Neon Nights" and "Rigor Mortis"

Remarks: English with simultaneous Interpretation service