

## Hong Kong FILMART celebrates 10th anniversary

Over 400 exhibitors from 28 countries and regions are converging on Hong Kong International Film & TV Market (FILMART), Asia's world entertainment market, which opens today (March 20).

Entering into its 10th anniversary, FILMART has become the cross-media platform for industry players to network, exchange and trade.

The show this year attracted 15% more exhibitors, including first time exhibitors from Turkey, the Bahamas and Iran. Over 4,000 buyers have already registered on-line to visit the show.

A wide variety of products and services, spanning from film, animation, digital entertainment, audio-visual equipment, post production and music productions, will be on show at the four-day event from March 20 to 23.

Over 160 film screenings & international premieres will be arranged for trade visitors.

Five seminars on "New Money in Asia", "European - Asian Co-production Partnership", "The Global Development of Media Convergence and its impact on Asian Animation", "New Development and Trends of Asian Animation Industry", "Digital Cinema & Production", and "Development of HDTV in China" will be held during the show.

A special highlight of the event this year is the launch of the inaugural Hong Kong Music Fair, in collaboration with IFPI Hong Kong. Hong Kong Music Fair is a dedicated pavilion for music industry professionals and players to explore business opportunities on copyright trading, new media application, technology transfer and cross-media partnerships.

An independent on-site survey of exhibitors and buyers will be conducted during the show to find out more on trends of the industry.

The Hong Kong - Asia Film Financing Forum (HAF) will be held concurrently with FILMART for the third time.

Co-organised by the HKTDC and Hong Kong & New Territories Motion Picture Industry Association Ltd (MPIA), HAF serves as a matchmaking platform for the film industry, helping commercially viable and promising film projects in Hong Kong and Asia locate financial and business support through co-productions or joint ventures.

Of the 25 projects selected for HAF in 2006, a number of Hong Kong directors including Stanley Kwan, Fruit Chan, and Gordon Chan Ka-seung will be pitching their projects. All selected projects will be able to contest for six HAF Awards, totaling an amassed HK\$410,000 in cash and HK\$200,000 of services. HAF Awards will be announced and presented in conjunction with FILMART's 10th Anniversary Celebration on March 22, 2006.

FILMART, Hong Kong Film Award and Hong Kong International Film Festival are the three founding events of Entertainment Expo Hong Kong, which is being held from March 20 to April 19.

FILMART - [www.hkfilmart.com/hkfilmart](http://www.hkfilmart.com/hkfilmart)

HAF - [www.haf.eexpohk.com](http://www.haf.eexpohk.com)

Entertainment Expo Hong Kong - [www.eexpohk.com](http://www.eexpohk.com)