

# Hong Kong International Film & TV Market (FILMART) 2010

## 22-25 March 2010

### Fair Report

#### Hong Kong FILMART – Asia's World Entertainment Market

The Hong Kong International Film & TV Market (FILMART) is an annual film market organised by the Hong Kong Trade Development Council (HKTDC). The 14<sup>th</sup> edition was held from 22 - 25 March 2010 at the Hong Kong Convention and Exhibition Centre. Today, FILMART is regarded as a significant cross-media, cross-industry entertainment trade platform in Asia which excels in promoting co-operation in areas of film financing, distribution, production, post-production, TV, digital entertainment, film & broadcasting equipment and shooting locations.

Supporting Organisations for FILMART 2010:

- Federation of Hong Kong Filmmakers
- Create Hong Kong Commerce and Economic Development Bureau
- Hong Kong Chamber of Films
- Hong Kong Digital Entertainment Association (HKDEA)
- Hong Kong Film Development Council (HKFDC)
- Hong Kong, Kowloon & New Territories Motion Picture Industry Association (MPIA)
- Hong Kong Televisioners Association (HKTVA)
- Movie Producers and Distributors Association of Hong Kong Ltd (MPDA)

#### **Bigger Growth and Higher Internationality**

FILMART's international flavour was reflected in the fair figures:

- **548 exhibitors** from **29 countries and regions** (increased by 8.5% compared with the previous edition)
- First time exhibitors from **Austria, Croatia & Latvia**
- Other pavilions from Chinese mainland, France, Germany, Indonesia, Israel, Italy, Japan, South Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand, UK and long-time supporters from Australia, India, New Zealand, Netherlands, Russia, Spain, USA, Vietnam
- **4,943 visitors** from **51 countries and regions** attended the market, increased by 9.8% compared with 2009

#### **Springboard to the Lucrative Chinese Mainland Market**

FILMART has a unique advantage as it serves as a bridge between the West and the East. It provides an excellent chance for industry players to sell their products and services to the huge Chinese mainland market. On the other hand, it also allows Chinese filmmakers to promote their products to overseas buyers. This year, there were **121 Chinese exhibitors** such as China Film Promotion International, China International TV Corporation, Hunan Golden Eagle Broadcasting System and more.

## **Thematic Zones to Create Synergy Across the Industry**

It was difficult to take a break at FILMART as there was so much to see, to experience and to discuss. Apart from film production and distribution, highlights of the exhibition included:

### **- TV World**

TV World is jointly organised by the Hong Kong Televisioners Association and the HKTDC to bring forth a trading platform for the TV industry. With its success in its debut in 2007, TV World took in 157 exhibiting companies with TV-related businesses this year. "TV World Screening" and "TV World Opening Forum" were also organised to enhance business opportunities for TV industry players. TV stations including leading Asian players such as CCTV (Chinese mainland), Hunan TV Station (Chinese mainland), Chengdu Television Station (Chinese mainland), TVBI (Hong Kong), TBS (Japan), KBS (Korea), FBNC (Vietnam), Sanlih E-TV (Taiwan), ABS-CBN (Philippines) to as far as Telewizja Polska S.A. (Poland) etc. participated at the fair.

### **- Animation and Digital Entertainment World**

The highly acclaimed Animation and Digital Entertainment World returned with remarkable results. There were a total of **88 exhibitors** mainly from **Chinese mainland, Hong Kong, Japan, Malaysia, the Philippines and Thailand** specializing in animation, digital post-production, video games and edutainment software. Various activities regarding the digital entertainment industry have been organized on the 'DE Day' to facilitate industry's development and foster business opportunities such as New Generation Digital Entertainment Summit and Workshops, Digital Entertainment Cross-Industry Roundtable Meeting, Digital Entertainment Industry Networking Reception, The 3<sup>rd</sup> Hong Kong Mobile Film Festival Mobile Film Production Contest Award Presentation Ceremony, Conference on Computer-Generated Animated Films, etc.

### **- Equipment and Post-Production Services Pavilion**

To facilitate filmmakers in sourcing post-production services and broadcasting equipment, the Equipment and Post-Production Services Pavilion was again brought back to the fairground. A total of **37 local & overseas companies** showcased their state-of-the-art products and services. In particular, the Association of Motion Picture Post Production Professionals (AMP4) returned to FILMART with 13 member companies to form the Hong Kong Motion Picture Post Production Pavilion which featured the latest service and technology of post production (in particularly on the 3D technology) provided by Hong Kong companies.

## **Countless Special Events**

During the exhibition, numerous **premieres/screening** (e.g. *the French Premiere "Micmacs" and the Asian Side of the Doc Screenings*), **networking events** (e.g. *Taiwan Cinema Party, Malaysian Pavilion Cocktail Reception*), **conferences** (e.g. *Europe/Asia: A New Era for TV & Film Cooperation* and *"The New Wave of Computer-Generated (CG) Animated Films: Can Independents Compete?"*), **awards presentation** (e.g. *Asian Film Awards, HAF Awards*) and various **exhibitors' press**

**conferences** were held to give participants extra networking opportunities. These events allowed both exhibitors and visitors to mingle after a busy day.

#### **- HKIFF Industry Screenings@FILMART (HIS)**

Amongst more than **260 market screenings** at FILMART, HKTDC collaborated with the Hong Kong International Film Festival (HKIFF) to launch the HIS. HIS brought new energy as a special screening feature in FILMART and the best platform for industry players to update themselves with the latest productions from Asia. This year, 30 films were screened, inspiring attendees with an appetite of Asian movies. Some of the outstanding productions include "Bodyguards & Assassins" by Teddy Chen and "Fire of Conscience" by Dante Lam.

#### **- Hong Kong-Asia Film Financing Forum (HAF)**

Held concurrently with FILMART, HAF was organised by the Hong Kong International Film Festival Society (HKIFFS) and co-organised by HKTDC, and Hong Kong Motion Picture Industry Association Ltd. (MPIA) from 22-24 March 2010. HAF serves as a match-making 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. Throughout the years, HAF has become one of the leading film-financing hubs in Asia. This year, **approximately 900 guests** from 34 countries and regions attended the three-day event. **Over 500 private meetings** were organised between financiers and filmmakers of the 25 selected film projects.

#### **Statistically Proven Popularity**

A survey has revealed that Hong Kong's FILMART and HAF provide the best platform in Asia to market the latest products and to get financing for film productions. An overwhelming majority described the twin events as the **most significant events in Asia**. The study was carried out by an independent survey consultant, Oracle Added Value, based on interviews with 336 international exhibitors and trade visitors at FILMART and HAF.

Over its fourteen-year history, FILMART has grown from strength to strength, which is well reflected in its exhibitor and visitor numbers. Together with other concurrent events, FILMART continues to serve as the industry's premier trading platform and Asia's world entertainment market.

The next edition of FILMART will be held from **21 - 24 March 2011** at the Hong Kong Convention and Exhibition Centre.