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**THE 4<sup>th</sup> ASIAN FILM AWARDS Nominees Announced**  
**37 Asian Films Vie in this Year's Competition**

(Hong Kong, 20<sup>th</sup> January, 2010) The Hong Kong International Film Festival Society (HKIFFS) announced today the nominees in the 14 categories of the 4<sup>th</sup> annual Asian Film Awards (AFA) Presentation Ceremony, which will take place at the Hong Kong Convention and Exhibition Centre on 22<sup>nd</sup> March, 2010. The 4<sup>th</sup> AFA will be the Opening Gala of Entertainment Expo Hong Kong and will coincide with two other flagship events of the HKIFFS: the 34<sup>th</sup> Hong Kong International Film Festival (HKIFF), and the 8<sup>th</sup> Hong Kong – Asia Film Financing Forum (HAF).

Organized by the HKIFFS and sponsored by the Film Development Fund and the Hong Kong Trade Development Council, the AFA celebrates excellence in Asian cinema produced in 2009. Outstanding films and filmmakers across Asia will compete in 14 categories: *Best Film, Best Director, Best Actor, Best Actress, Best Newcomer, Best Supporting Actor, Best Supporting Actress, Best Screenwriter, Best Cinematographer, Best Production Designer, Best Composer, Best Editor, Best Visual Effects*, plus a new category, *Best Costume Designer*.

This year, internationally renowned actor Tony LEUNG Ka-fai will undertake the role of Jury President. Consisting of 13 film professionals with internationally recognized experience and expertise in cinema from 13 territories and countries, the jury screened through hundreds of eligible films submitted throughout the region. Up to six nominees in each category have been selected and the full list of nominations includes 37 Asian films.

Mr. Wilfred WONG, Chairman of the HKIFFS, joined by Ms. SHAW Soo Wei, Executive Director of the HKIFFS, as well as Mr. Tony LEUNG Ka-fai, the 4th AFA Jury President, Honorary Advisors of the AFA – Mr. Peter LAM and Mr. Jack SO, and Ms. Nansun SHI, Member of the AFA Steering Committee, proudly presented the nomination list at the press conference today.

The organizers of the AFA expanded the number of entries this year by widening the film submission, enabling all filmmakers from around the globe to submit their works directly or through official submission organizations. The organizers of the AFA recognized the increasing number of outstanding films being created and sought to meet the growing demands of filmmakers participating in the AFA.

“Now in its fourth year, the AFA continues to make its mark as the ultimate recognition of film talent in Asia,” said Mr. Wilfred WONG. “2009 was another great year for the film industry and the AFA is proud to be recognized as a global platform for the recognition of the best of Asian cinema. We sincerely congratulate all the nominees this year.”

The organizers of the AFA would like to thank its partners and sponsors for their invaluable support. Without their contribution, the AFA would not be the success it is today.

The complete list of nominations for the 4<sup>th</sup> AFA is attached at Appendix I.

The complete jury list for the 4<sup>th</sup> AFA is attached at Appendix II.

The list of key sponsors for the 4<sup>th</sup> AFA is attached at Appendix III.

Press accreditation for the 4<sup>th</sup> AFA is now open at:

[http://www.hkiff.org.hk/en/press\\_accreditation.php](http://www.hkiff.org.hk/en/press_accreditation.php)

The closing deadline is 5<sup>th</sup> March, 2010.

High resolution pictures can be downloaded from the link below,

<http://www.asianfilmawards.asia/2010/index.php/en/media/press-room>

**For further information, media only:**

Waggener Edstrom Worldwide

Tramy Leung, Tel: +852 2907 8812

Vickie Chong, Tel: +852 2578 2116

E-mail: [HKIFFS-MediaEnquiries@waggeneredstrom.com](mailto:HKIFFS-MediaEnquiries@waggeneredstrom.com)

The Hong Kong International Film Festival Society

Clifton Kwan, Tel: +852 2102 7362

E-mail: [clifton\\_kwan@hkiff.org.hk](mailto:clifton_kwan@hkiff.org.hk)

### **Asian Film Awards (AFA)**

Inaugurated in 2007, the Asian Film Awards (AFA) is an international pioneering programme, honouring filmmakers with outstanding achievements in the field of Asian cinema. Eminent filmmakers and superstars from around the world are invited to bestow awards upon winners of each category, making the ceremony an elaborate extravaganza. A jury panel, comprising of international professionals and prominent members in the community of world cinema, will select the award winners among eligible films produced in the region in that year. Over the years, prominent guests, stars and filmmakers who attended the AFA include: Oliver STONE, William HURT, Arthur COHN, Barrie OSBORNE, Harvey WEINSTEIN, Luc BESSON, Jet LI, John WOO, Rain, Andy LAU, Joan CHEN, Tony LEUNG, Michelle YEOH, SHU Qi, Josephine SIAO, HOU Hsiao-Hsien, Brillante MENDOZA, SONG Kang-ho, JEON Do-yeon, NAKATANI Miki, KWAI Lun-Mei, Priyanka CHOPRA and many more. The crowning awards presentation ceremony promises an evening of glitz and glamour that befits the honouring of the highest achievements in Asian cinema.

For more information, please visit the official AFA website at:  
<http://www.asianfilmawards.asia>

### **About The Hong Kong International Film Festival Society (HKIFFS)**

#### **Uniting the World through Film**

The Hong Kong International Film Festival Society (HKIFFS) is a charitable, non-profit and non-governmental organization dedicated to the discovery and promotion of creativity in the art and culture of film. Through its year-round programs, the mission of the Society is to strengthen global appreciation of Chinese film culture and to promote inspiring films from around the world, enriching the cultural life of Hong Kong. Committed to the development of a vibrant film culture in Hong Kong and Asia, the Society organizes three annual flagship events in March and April: Hong Kong International Film Festival (HKIFF), Hong Kong-Asia Film Financing Forum (HAF) and Asian Film Awards (AFA). Passionately believing in the power of films to unite cultures and generations, the HKIFFS is devoted to giving thousands of film lovers around the region direct access to the world's most inspired films all year round.

## Concurrent Events

### The Hong Kong International Film Festival (HKIFF)

The Hong Kong International Film Festival (HKIFF) is one of Asia's most reputable platforms for filmmakers, film professionals and filmgoers from all over the world to launch new works and experience outstanding films.

Screening over 250 titles from more than 50 countries in 11 major cultural venues across the territory, the Festival is Hong Kong's largest cultural event that reaches an audience of over 580,000 including 4,500 business executives who attend Hong Kong Film and Television Market (FILMART), a concurrent event of the HKIFF.

Committed to discovering new talent, the Festival premieres the breadth of Chinese cinema and showcases Asian talents. As a lifestyle event, festival-goers can enjoy world-class films, attend seminars hosted by leading filmmakers from around the world, visit film exhibitions, join celebration parties, and more.

The Festival draws extensive media coverage from over 560 global press members and continues to grow in vital importance as the premier platform to launch films to Asia. The 34<sup>th</sup> HKIFF will be held from 21<sup>st</sup> March to 6<sup>th</sup> April, 2010.

For more information, please visit the official HKIFF website: <http://www.hkiff.org.hk>

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

Hong Kong-Asia Film Financing Forum (HAF) is widely recognized as one of the most important film-financing platforms in Asia. HAF brings Asian filmmakers with upcoming film projects to Hong Kong for co-production ventures with top film financiers, producers, investors, distributors and buyers. Attended by 1,000 filmmakers and financiers, more than 20 projects are selected to participate in this three-day event.

Past participants include Mainland China's JIA Jiangke, JIANG Wen and LOU Ye, Hong Kong's Stanley KWAN, Ann HUI, Gordon CHAN, PANG Ho-cheung, Taiwan's TSAI Ming-Liang, Japan's SABU, NAKATA Hideo, OTANI Kentaro, KORE-EDA Hirokazu, MIIKE Takashi and YUKISADA Isao, Korea's KIM Jee-woon, PARK Chan-wook, E J-yong and IM Sang-soo as well as Thailand's EKACHAI Uekrongtham, Nonzee NIMIBUTR and Pen-ek RATANARUANG. The 8<sup>th</sup> HAF will be held from 20<sup>th</sup> to 24<sup>th</sup> March, 2010.

For more information, please join the HAF Facebook community at <http://www.facebook.com/haf.asia> or visit the HAF official website at <http://www.haf.asia>.

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Released on behalf of the HKIFFS by Waggener Edstrom Worldwide.