

FOR IMMEDIATE RELEASE

Winners of the 8th Hong Kong-Asia Film Financing Forum Awards Announced

Board of Directors
董事局

Chairman 主席

Mr. Wilfred WONG, SBS, JP
王英偉太平紳士

Vice Chairman 副主席

Ms. Ann HUI
許鞍華女士

Honorary Treasurer 司庫

Mr. Milton AU
歐文柱先生

Honorary Secretary 秘書

Mr. Fred WANG
汪長禹先生

Members 成員

Dr. the Honourable Marvin CHEUNG,
DBA Hon, GBS, OBE, JP
張建東太平紳士

Mr. Benny CHIA, BBS
謝俊興先生

Mr. Vincent CHOW, BBS, MBE, JP
周永成太平紳士

Mr. Peter LAM
林建岳先生

Mr. LAU Yiu Kuen (Law Kar)
劉耀權先生 (羅卡)

Mr. Alexander MAK
麥貴樂先生

The Honourable Justice RIBEIRO PJ
李義法官

Mr. Jack SO, JP
蘇澤光太平紳士

Mr. Alan WONG
黃家倫先生

Mr. WONG Chi Keung (Sek Kei)
黃志強先生 (石琪)

(Hong Kong, 24th March 2010) The 8th Hong Kong-Asia Film Financing Forum (HAF) announced the winners for the HAF Awards, the Wouter Barendrecht Award, the Technicolor Asia Award, and the Paris Project Award, at a ceremony held at the Hong Kong Exhibition and Convention Centre today.

The HAF Awards this year went to *The Enchanter* by KWOK Tsz-kin for a project originating in Hong Kong, and *Twins* (The Philippines) by Sherad Anthony SANCHEZ, for a project originating outside of Hong Kong. Both films were awarded cash prizes of HK\$150,000 each.

The first-ever recipient of the Wouter Barendrecht award was *Mama Eva* (Hong Kong/ China/ Switzerland) by Kit HUNG. This new award is dedicated to the memory of the late Wouter Barendrecht, Hong Kong-based international film producer and co-founder of the HAF. The winner was awarded a cash prize of HK\$50,000 by the Wouter Barendrecht Film Foundation and the Film Development Fund.

The Technicolor Asia Award was presented to *Cosplay* (China/ France) by SHENG Zhimin. The film was awarded an in-kind prize worth US\$25,000 (approximately HK\$195,000) by Technicolor Asia, Bangkok.

Finally, the Paris Project Award was presented to *I Love You So Much* (Taiwan) by Leon DAI. The film won an award of €5,000 (approx. HK\$50,000), which included one round-trip ticket and hotel accommodation to participate in Paris Project 2010 at the Paris Cinema International Film Festival.

This year, the HAF saw a strong demand for participation with a 10% increase in pre-registered film financiers from Mainland China. The organizers of the 8th HAF also confirmed over 500 appointments – an approximate 10% increase on last year – to facilitate co-production ventures between top investors, producers and distributors with film projects from Asia.

This year's HAF featured 25 selected film projects from 17 territories, including 12 co-production projects - the highest in the history of the HAF, indicating a growing trend of inter-Asia film collaboration.

High resolution pictures can be downloaded from the link below:

<http://www.flickr.com/photos/47659546@N07/sets/72157623682189728/>

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

The Hong Kong International Film Festival Society
Clifton Kwan, Tel: +852 2102 7362
E-mail: clifton_kwan@hkiff.org

About Hong Kong-Asia Film Financing Forum (HAF)

The Hong Kong-Asia Film Financing Forum (HAF) is widely recognised as one of the most important film-financing platforms in Asia. The 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, CHANG Tso-chi and WEI Te-sheng, 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 8th HAF will be held from 22nd to 24th 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>.

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 organisation 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 organises three annual flagship events in March and April: the Hong Kong International Film Festival (HKIFF), the Hong Kong-Asia Film Financing Forum (HAF) and the 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 the 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 34th HKIFF will be held from 21st March to 6th April, 2010.

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

###

Released on behalf of the HKIFFS by Waggener Edstrom Worldwide.