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The 36<sup>th</sup> Hong Kong International Film Festival,  
the 6<sup>th</sup> Asian Film Awards &  
the 10<sup>th</sup> Hong Kong – Asia Film Financing Forum

**Media Accreditation Commences on 3 February 2012**

**1 February 2012, Hong Kong** - The 36<sup>th</sup> Hong Kong International Film Festival (HKIFF) will be held in Hong Kong from 21 March to 5 April 2012, the 6<sup>th</sup> Asian Film Awards (AFA) will be held on 19 March 2012 and the 10<sup>th</sup> Hong Kong – Asia Film Financing Forum (HAF) will be held from 19 to 21 March 2012. Journalists and industry press are invited to sign up for media accreditation at <http://society.hkiff.org.hk/en/app/accreditation/media/apply> starting from 3 February 2012.

The 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. It draws thousands of film fans, industry professionals and press from around the world annually.

The AFA seeks to highlight the best in Asian cinema to the world, and to promote Asian film culture both regionally and internationally. Eminent filmmakers, distinguished guests and acclaimed talents from around the world are invited to bestow awards upon the winners of each category, making the ceremony a dazzling extravaganza as well as an influential cultural event that helps position Hong Kong as the centre of Asian cinema.

The HAF is widely recognised as the most important film-financing platform in Asia, matching Asian film projects with top producers, financiers and distributors for co-production ventures.

**The deadlines for media accreditation are as follows:**

**The 36<sup>th</sup> Hong Kong International Film Festival: 24 February 2012**

**The 6<sup>th</sup> Asian Film Awards: 2 March 2012**

**The 10<sup>th</sup> Hong Kong – Asia Film Financing Forum: 2 March 2012**

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The processing of media passes will take approximately two weeks. Any late applications may not be guaranteed entrance to the events. The Festival reserves the right to approve or deny accreditation.

For more information, please check out the *FAQ for media accreditation* in respective events media accreditation website. If you have any questions, please contact:

**The 6<sup>th</sup> Asian Film Awards:**

Ms. April TSUI / Ms. Vickie CHONG

Waggener Edstrom Worldwide

Phone: +852 2578 2823

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

**The 10<sup>th</sup> Hong Kong – Asia Film Financing Forum:**

Ms. Angel CHENG

Waggener Edstrom Worldwide

Phone: +852 2578 2823

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

**The 36<sup>th</sup> Hong Kong International Film Festival:**

Ms. Angela TANG

New Point Marketing

Phone: +852 3589 3859

Mobile: +852 6341 5298

Email: [angela@new-point.com](mailto:angela@new-point.com)

Ms. Lily CHAN

New Point Marketing

Phone: +852 3589 3899

Mobile: +852 9472 2442

Email: [lily@new-point.com](mailto:lily@new-point.com)