

For Immediate Release:

Related webcast: www.youtube.com/HKTDC

Hong Kong Film Industry Ready for 3D Production Growth ***Digital Technology to Play Starring Role at FILMART Seminars Next Week***

19 March 2010 – Hong Kong film-makers are beginning to capitalise on growing interest in three-dimensional or 3D movies following the success of *Avatar*, according to the head of an influential trade group representing the city's film production professionals.

“We have the production loop located in Hong Kong,” said Percy Fung, chairman of the Association of Motion Picture Post Production Professionals. “To be a production loop, you have to be able to do creative, planning, people who know 3D.”

Mr Fung, who also runs Digital Magic, a production company specialising in 3D films, said the local industry has a reputation for quickly embracing new technology. “All these packaging techniques, Hong Kong has been doing it for quite a while, and the production loops have been well practiced,” he said, adding that he believes the local industry is “ahead of whatever other Asian countries are doing.”

3D Film, New Action at FILMART

Digital technology will be a key focus of the Hong Kong International Film and TV Market (FILMART) which opens Monday with a more than 540 exhibitors from 29 countries and regions, a new exhibitor record. Organised by the Hong Kong Trade Development Council (HKDTC), FILMART runs 22-25 March at the Hong Kong Convention and Exhibition Centre.

One of the world's top three film markets, FILMART will offer Animation and Digital Entertainment World – a collection of exhibits by nearly 90 companies, more than half from overseas. Animation and Digital Entertainment Day on 24 March will include the New Generation Digital Entertainment Summit and other industry events and workshops.

Mr Fung, who is helping to organise the digital events, said he hopes they will encourage those in the industry to “go further into their 3D technology, and also to create a platform for exchanging their know-how.”

Filmart Screenings

FILMART, one of nine events that make up Entertainment Expo Hong Kong, is among the world's top three events of its kind in terms of exhibitor numbers. FILMART is expected to attract more than 540 exhibitors from 29 countries and regions, and will feature more than 250 film screenings and 60 seminars and networking sessions.

Media Enquiries

Please contact the HKTDC's Corporate Communication Department:

Joe Kainz

Tel: (852) 2584 4216

Email: joe.kainz@hktdc.org

Related Websites

Entertainment Expo: www.eexpohk.com

FILMART: www.hktdc.com/hkfilmart

3D Film New Action at FILMART 2010: www.amp4.com.hk/filmart2010

About the HKTDC

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With 40 offices worldwide, including 11 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and Asia. The HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and the mainland, while providing information via trade publications, research reports and online. Visit www.hktdc.com for more information.