

Record 540+ Exhibitors Open 14th Edition of FILMART ***FILMART One of Nine Entertainment Expo Multimedia Events***

22 March 2010 – The 14th edition of the Hong Kong International Film and TV Market (FILMART) opened today with more than 540 exhibitors from 29 countries and regions, a new exhibitor record. Asia's major entertainment industry market, and one of the world's top three film markets, continues through 25 March, at the Hong Kong Convention and Exhibition Centre (HKCEC).

FILMART 2010 features enlarged pavilions from France, Korea, Malaysia, the Philippines, Taiwan and Thailand. It also boasts a strong Chinese mainland presence of more than 120 exhibitors and welcomes first-time exhibitors from Austria, Croatia and Latvia.

260 Film Screenings

This year's FILMART includes more than 260 film screenings and 60 seminars and networking sessions. Two conferences have also been organised: Europe/Asia: A New Era for TV and Film Cooperation; and The New Wave of Computer-Generated Animation Films: Can Independents Compete? In addition, the Association of Motion Picture Post Production Professionals has organised a series of seminars and workshops on 3D film. The Association's pavilion at FILMART features 13 companies.

Asian Side of the Doc

Other highlights include the Asian Side of the Doc (ASD), sponsored by the European Union (Media International). More than 150 senior executives in the TV, film and new media fields from Europe, North America and Asia will take in the inaugural ASD. At ASD's pitching sessions, 25 documentaries will be presented.

TV World this year has attracted 157 exhibitors from 20 countries and regions. More than 30 TV World Screenings will be shown. Other TV World highlights include a CEPA Roundtable Meeting and the TV World International Forum, which focuses on three of the world's most dynamic TV markets: the Chinese mainland, Japan and Korea.

Digital Entertainment

Nearly 90 companies, more than half from overseas, are exhibiting at Animation and Digital Entertainment World. Animation and Digital Entertainment Day, 24 March, includes the New Generation Digital Entertainment Summit and a variety of other industry events and workshops.

FILMART is one of nine events under the multimedia umbrella of Entertainment Expo Hong Kong, the region's foremost entertainment industry gathering. The Expo, now six years old, is a month-long celebration of film, TV, digital entertainment and music.

The sixth Entertainment Expo Opening Ceremony, followed by the Asian Film Awards Presentation Ceremony, takes place this evening in the Grand Hall Foyer of the HKCEC.

FILMART Website

www.hktdc.com/hkfilmart

Screening Schedule

<http://www.hkfilmart.com/filmart/screening.asp>

Event Schedule

http://form.hktdc.com/UI_VisitorIntranet/Public/SeminarListPublic.aspx?EVENTID=e5eaac9c-3a8b-41ed-8666-c4566da63399&LANGID=1

FILMART Video

Interviews with key players from FILMART and other Entertainment Expo events are available on the HKTDC webcast service at www.youtube.com/HKTDC. Broadcasters and online publishers can also visit www.thenewsmarket.com/HKTDC for related video clips.

Media Enquiries

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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. For more information, visit www.hktdc.com