

For immediate release:

Entertainment Expo 2010 Press Conference **Over 500 Exhibitors from 20+ Countries to Attend FILMART**

2 February 2010 – Hong Kong Entertainment Ambassador Tony Leung, speaking at today's press conference for Entertainment Expo Hong Kong 2010, said that "Hong Kong's entertainment industry is diversified and of huge potential."

Taking place 22 March to 18 April this year, Entertainment Expo is the region's leading entertainment industry event. A multimedia extravaganza, it brings together nine events covering film, television, digital entertainment and music. This year marks Entertainment Expo's sixth edition.

"We fully support Entertainment Expo Hong Kong, and hope that it will become the most important entertainment event in Asia," said Under Secretary for Commerce and Economic Development Gregory So, who also spoke at the Hong Kong Convention and Exhibition Centre press conference.

Nine Multimedia Events

Entertainment Expo's three founding events are the Hong Kong International Film and Television Market (FILMART), the Hong Kong International Film Festival and the Hong Kong Film Awards Presentation Ceremony. The Expo also features six core events: the Asian Film Awards; the Hong Kong – Asia Film Financing Forum; the Hong Kong Music Fair; the IFPI Hong Kong Top Sales Music Award; the Digital Entertainment Leadership Forum; and the Hong Kong Independent Short Film and Video Awards.

FILMART

More than 500 exhibitors from over 20 countries and regions will take part in this year's FILMART, 22-25 March. Organised by the Hong Kong Trade Development Council (HKTDC), FILMART will feature more than 250 film screenings and 60 seminars and networking sessions.

New this year is the launch of the Asian Side of the Doc (ASD), sponsored by the European Union (Media International). ASD follows the model of the French TV documentary marketplace, Sunny Side of the DOC, which celebrated its 20th anniversary last year. The inaugural ASD is expected to attract more than 150 senior executives in the TV, film and new media fields from Europe, North America and Asia to its three-day programme, which includes workshops, screenings, pitching sessions and networking events. Highlights this year also include two conferences: Europe/Asia: A New Era for TV and Film Cooperation; and Computer-Generated Animation in a World after *Avatar*. The Association of Motion Picture Post Production Professionals is organising a series of programmes, seminars and workshops on 3D film. And the DE Pavilion returns to showcase Hong Kong's strengths in games and animation.

Hong Kong International Film Festival (HKIFF)

The HKIFF, 21 March-6 April, will screen more than 200 movies from 50 countries at 11 venues throughout Hong Kong. Last year's film festival attracted more than 580,000 people from all over the world. HKIFF is organised by the Hong Kong International Film Festival Society (HKIFFS).

Hong Kong Film Awards Presentation Ceremony (HKFA)

Inaugurated in 1982, the HKFA this year celebrates its 29th edition, and will honour 19 award categories on 18 April. The HKFA promotes Hong Kong film, recognises outstanding achievement and encourages industry excellence. The Hong Kong Film Awards, voted on by hundreds of industry professionals, is one of Asia's leading cinema celebrations.

Hong Kong – Asia Film Financing Forum (HAF)

This year's HAF, 22-24 March, features 25 film projects from 17 countries and regions. Organised by the HKIFFS, HAF is one of the most important film-financing platforms in Asia. Hong Kong projects at this year's HAF include: Director Kowk Tse-kin's *The Enchanter*; director Kit Hung's *Mama Eva*; director Chui Tien-you's *Private Party of the Dead*; and director Koan Hui's *Written in Red*.

Asian Film Awards (AFA)

Organised by the HKIFFS, the Asian Film Awards, 22 March, honours outstanding achievement in Asian cinema. The 13-member jury this year includes Tony Leung, serving as jury president, along with 12 film industry professionals from around the world. Prominent guests, stars and filmmakers who have attended the AFA in the past include: Luc Besson, Arthur Cohn, Hou Hsiao-Hsien, William Hurt, Jeon Do-yeon, Kwai Lun-Mei, Andy Lau, Jet Li, Barrie Osborne, Rain, Shu Qi, Oliver Stone, Harvey Weinstein, John Woo, Michelle Yeoh and many others.

Hong Kong Independent Short Film and Video Awards (ifva)

Tales of the Golden Age, written and co-directed by Cristian Mungiu and four other emerging directors from Romania, opens this 15th edition of ifva, 12-21 March, organised by the Hong Kong Arts Centre. Other highlights include outstanding animation from Korea, Japan and Latvia, with the Latvian animation geared towards children. Notable short films from the French New Wave and Polish shorts from the 1970s will also be featured, as will screenings of works from the master class led by Mary Stephen, Eric Rohmer's longtime editor.

Hong Kong Music Fair (HKMF)

This year's HKMF, 20-22 March, will feature ambassador Leo Ku. The first two days of the international music event, organised by the IFPI (Hong Kong Group) Ltd and the HKTDC, are open to the public.

IFPI Hong Kong Top Sales Music Award (IFPI)

Organised by IFPI (Hong Kong Group) Ltd, the awards ceremony honours the highest record sales annually to promote legitimate music in Hong Kong. This year's event takes place 7 April, and targets Chinese communities worldwide via TV, radio and the Internet.

Digital Entertainment Leadership Forum (DELFF)

Five-time Oscar winner Richard Taylor, who contributed visual effects, costumes, props and weapons to James Cameron's *Avatar*, will highlight this year's DELFF, 23 March, organised by the Hong Kong Cyberport Management Co Ltd. Mr Taylor, CEO of Weta Workshop Ltd and co-owner of the Weta companies, will share his thoughts on the future of digital media and entertainment. Glenn Entis, co-founder and General Partner of VanEdge Capital, will also speak. Mr Entis is a computer graphics and digital media pioneer and has worked with Steven Spielberg and Jeffrey Katzenberg. Laurin Herr, founder and President of Pacific Interface, Inc, and co-founder of CineGrid, is the forum's third keynote speaker.

Officiating Guests

Guests officiating at today's press conference were: Under Secretary for Commerce and Economic Development Gregory So; HKTDC Executive Director Fred Lam; HKTDC Entertainment Industry Advisory Committee Chairman Peter Lam; and Tony Leung.



Representatives of EE's events were also on hand, including: IFPI Hong Kong Top Sales Music Award 2009 Chairman Chan Fai Hung; Hong Kong Film Awards Association Vice-Chairman John Chong; Hong Kong Cyberport Management Co Ltd COO Mark O Clift; Hong Kong Arts Centre Board of Governors member Calvin Hui; Hong Kong Music Fair Ambassador Leo Ku; Hong Kong Music Fair Advisory Committee Chairman Ng Yu; Hong Kong International Film Festival Society Ltd Executive Director Shaw Soo Wei; and HKTDC Assistant Executive Director Raymond Yip.

Entertainment Expo Hong Kong Website:

www.eexpohk.com



Officiating at today's Entertainment Expo Hong Kong press conference are: (front row, left to right) HKTDC Executive Director Fred Lam; Under Secretary for Commerce and Economic Development Gregory So; Hong Kong Entertainment Ambassador Tony Leung; HKTDC Entertainment Industry Advisory Committee Chairman Peter Lam; (second row, left to right) Hong Kong Arts Centre Board of Governors member Calvin Hui; Hong Kong Music Fair Advisory Committee Chairman Ng Yu; Hong Kong International Film Festival Society Ltd Executive Director Shaw Soo Wei; HKTDC Assistant Executive Director Raymond Yip; Hong Kong Film Awards Association Vice-Chairman John Chong; IFPI Hong Kong Top Sales Music Award 2009 Chairman Chan Fai Hung; and Hong Kong Cyberport Management Co Ltd COO Mark O Clift
http://202.64.102.92/hktdc/download.php?fid=_phpRHpXj

	<p>“Entertainment Expo has become bigger and more successful over the past few years and it is an ideal platform for industry players to discuss cooperation and cross-media collaboration,” says Hong Kong Entertainment Ambassador Tony Leung, speaking at today’s Entertainment Expo press conference http://202.64.102.92/hktdc/download.php?fid=_phpOCtXe7</p>
	<p>“This year’s music fair will feature digital music,” said Hong Kong Music Fair Ambassador Leo Ku. “The public are welcomed to join us on the first two days of the fair” http://202.64.102.92/hktdc/download.php?fid=_phpCa5ixW</p>

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