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Hong Kong Film Industry Embracing Digital Effects ***WETA Designer to Show Pioneering Art Work at Entertainment Expo Forum***

16 March 2010 – Greg Broadmore, the lead designer behind the Academy Award-nominated digital effects in the recent film *District 9*, says he sees Hong Kong film-makers increasingly using new and more accessible technology to better tell their stories on screen.

“The Hong Kong film industry has such an incredible history and such depth – I mean they draw upon Chinese culture and the many stories available there – so it finally has an opportunity to realise that in a more epic way,” said Mr Broadmore from the offices of the digital design company Weta Workshops in New Zealand.

Mr Broadmore made his remarks in an interview with the Hong Kong Trade Development Council (HKTDC) prior to his attendance at next week’s Entertainment Expo. Mr Broadmore and Weta co-founder Richard Taylor will participate in the Digital Entertainment Leadership Forum (DELFF) being held on 23 March at Hong Kong’s Cyberport.

In the 10 March interview for the HKTDC’s webcast service, Mr Broadmore noted that digital technology once available only to big film studios is becoming less expensive. He said he expects discussions at the upcoming forum and expo events to open new doors for film-makers interested in exploring digital effects and entertainment.

“I think that DELFF is a great place for people to get together and be inspired. And hopefully we’ll learn a lot from each other and share and work on creative new technologies coming up and what they can do. It’s just a brilliant way for people to learn from each other more than anything,” said Mr Broadmore.

DELFF Forum and FILMART Screenings

Along with five-time Oscar winner Mr Taylor, who will be a keynote speaker at DELFF, Mr Broadmore will exhibit his science-fiction art works called Dr. Grordbort’s Infallible Aether Oscillators. The DELFF gathering is one of nine events that make up Entertainment Expo, the region’s leading entertainment industry event.

The 22 March to 18 April multimedia extravaganza also includes the Hong Kong International Film and Television Market (FILMART), one of 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 to the Hong Kong Convention and Exhibition Centre. FILMART, which runs 22-25 March, is organised by the HKTDC and features more than 250 film screenings and 60 seminars and networking sessions.

Media Enquiries

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Related Websites

Entertainment Expo: www.eexpohk.com

FILMART: <http://www.hktdc.com/hkfilmart>

Digital Entertainment Leadership Forum (DELF): <http://delf.cyberport.hk/>

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.