

For immediate release

**CHINACHEM GROUP, ARRI HONG KONG, AND TAICCA
JOIN HAF AWARD SPONSORS**

6 March 2023 (Hong Kong) – The 21st Hong Kong - Asia Film Financing Forum (HAF21) will hand out 19 cash and in-kind awards worth more than US\$170,000, including those from new sponsors Chinachem Group, ARRI Hong Kong, and the Taiwan Creative Content Agency (TAICCA).

Organised by the Hong Kong International Film Festival Society (HKIFFS), HAF21 will take place over three days from 13 to 15 March at the Hong Kong Convention & Exhibition Centre alongside the 27th Hong Kong Film & TV Market (FILMART). Featuring 28 in-development and 15 work-in-progress projects, it will be HAF's first physical edition since 2019.

Among HAF21's new sponsors, a leading property developer, Hong Kong's Chinachem Group, will present a HK\$200,000 **CCG Grand Award** to a Hong Kong project.

"As a keen supporter of art and cultural development, Chinachem Group is thrilled to partner with the Hong Kong International Film Festival Society to launch the CCG Grand Award at the Hong Kong - Asia Film Financing Forum in recognition of locally-produced film project with the most potential," said **Donald Choi**, Executive Director and CEO of Chinachem Group. "Our Group is committed to nurturing new talents in the film industry and fostering a culture of appreciation for high-quality movies and performing arts. Upcoming, there will be another placemaking project that exemplifies our vision of creating shared value for the community through a 'Triple Bottom Line' approach, which balances People, Prosperity and Planet," he added.

Headquartered in Germany, ARRI is a leading designer and manufacturer of camera and lighting systems, providing integrated solutions for the film, broadcast, and media industries. At HAF, it will offer an in-kind equipment award to an in-development project in support of local emerging filmmakers.

"We take enormous pleasure in participating in this year's HAF with the **ARRI Award**", said **Forest Liu**, managing director of ARRI Greater China. "The projects from the HAF selection show huge potential. We hope to help filmmakers tell their creative stories with the best image quality."

To encourage creative content development in Asia, Taiwan Creative Content Agency (TAICCA) will choose a project with the most potential to become a co-production with Taiwan to receive this cash award.

The **TAICCA Award** aims to facilitate original Asian creative content to collaborate with talents and the industry in Taiwan. "Through the project selected with HAF, TAICCA expects to highlight Taiwan's

international co-production capacity and amplify the successful collaboration in Asia," said TAICCA CEO **Izero Lee**.

HAF21 will also see the Hong Kong Film Development Fund, Create Hong Kong, and HAF jointly presenting a second award for a work-in-progress project, benefitting projects from both Hong Kong and outside of Hong Kong.

Heaven Pictures and mm2 will return as award sponsors after a hiatus. The **Heaven Pictures Young Director Award** encourages budding Hong Kong filmmakers to create projects with a local subject matter and a unique personal style. The **mm2 Award** will support a commercially viable Chinese-language project with artistic values. The Taipei Film Commission, which became a HAF sponsor last year, will once again present an award for a project that can incorporate creative and commercial elements from Taiwan.

Three long-time sponsors will also return to support HAF. The Bangkok-based **White Light Studio** will sponsor two in-kind post-production awards. **Bucheon International Fantastic Film Festival** and **Udine Far East Film Festival** will invite selected HAF projects to participate in their project markets, Network of Asian Fantastic Films (NAFF) and Focus Asia, respectively.

Please refer to the **Appendix** for a complete HAF21 award and sponsor list.

HAF21 Awards Presentation Ceremony

Date: 15 March 2023 (Wednesday)

Time: 17:00 – 18:00 (Hong Kong Time)

Venue: Starlight Theatre, Hall 1

Admission: All HAF/FILMART badge-holders

HAF21 Guest Accreditation:

The HAF21 guest system is now open to all industry professionals and festival programmers for registration until 23:59* on Monday, 6 March, through <https://industry.hkiff.org.hk/guest-registration>. All accredited guests can schedule one-on-one meetings with filmmakers to discuss their projects. The appointment system will remain open until 18:00* on Thursday, 9 March.

* Hong Kong time (GMT+8).

For more up-to-date information about HAF21, please visit our official website at <https://industry.hkiff.org.hk> or our Facebook page at <https://www.facebook.com/hkiffindustry/>.

To download information: <https://usercontent.hkiff.org.hk/Press/@HAF21>

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About Hong Kong - Asia Film Financing Forum (HAF)

The Hong Kong - Asia Film Financing Forum (HAF) is Asia's premier film financing platform. HAF brings Asian filmmakers with upcoming projects to Hong Kong for co-production ventures with financiers, producers, bankers, funding bodies, sales agents, distributors, and buyers. Around 30 in-development projects (IDP) and ten work-in-progress projects (WIP) are selected annually to participate in the three-day event attended by more than 1,000 filmmakers and financiers from over 35 countries and regions. HAF has the advantage of being held with Hong Kong FILMART, Asia's largest film market, which attracts over 8,000 professionals.

HAF enhances the prospects of the participating projects through close collaborations with international organisations such as iQIYI (Mainland China), Cinemart (the Netherlands), Asian Project Market (South Korea), Golden Horse Film Project Promotion (Taiwan), MIA (Italy) and more. Cash and in-kind awards are made with support from Create Hong Kong and Film Development Fund, among others.

About Hong Kong International Film Festival Industry Office (HKIFF Industry)

To promote and support the film industry development more effectively, The Hong Kong International Film Festival Society restructured its industry services and set up Hong Kong International Film Festival Industry Office (HKIFF Industry) in 2021. HKIFF Industry offers independent filmmakers comprehensive services and windows to the world: from polishing projects for a better appeal (HAF Film Lab), getting them off the ground and finding post-production assistance (Hong Kong - Asia Film Financing Forum), giving the projects international exposure on major platforms (HAF Goes to Cannes), and on to planning the career of finished films (HKIFF Collection).

About The Hong Kong International Film Festival Society Limited (HKIFFS)

The Hong Kong International Film Festival Society Limited (HKIFFS) is a charitable, non-profit, and non-governmental organisation dedicated to discovering and promoting creativity in film art and culture. It organises the Hong Kong International Film Festival (HKIFF) and the Hong Kong - Asia Film Financing Forum (HAF). Another highlight is the Cine Fan Summer International Film Festival (SummerIFF), held every August. In 2013, HKIFF introduced the repertory HKIFF Cine Fan Programme to enrich and deepen Hong Kong moviegoers' experience through a monthly programme of contemporary, retrospective, and thematic showcases. In 2021, HKIFFS restructured its film industry services and set up HKIFF Industry to promote and support non-mainstream film industry development through co-production, festival strategies, and overseas distribution (HKIFF Collection).

Official website: www.hkiff.org.hk

Appendix: Full list of HAF21 Awards

IDP Award

Presented by Create Hong Kong, Hong Kong Film Development Fund and HAF
Two cash awards of each valued HK\$100,000 (approx. US\$12,800 each)

HAF will present cash awards to two selected IDPs, one from Hong Kong and one from outside of Hong Kong. The Project Review Committee will select the winning projects for their originality and creativity.

WIP Award

Presented by Create Hong Kong, Hong Kong Film Development Fund and HAF
Two cash awards of each valued HK\$100,000 (approx. US\$12,800 each)

HAF will present cash awards to two selected WIPs, one from Hong Kong and one from outside of Hong Kong. The Project Review Committee will select the winning projects for their originality and creativity.

CCG Grand Award

Presented by the Chinachem Group
One cash award of HK\$200,000 (approx. US\$25,700)

A Hong Kong project with the most potential will receive this cash award.

Heaven Pictures Young Director Award

Presented by Heaven Pictures (HK) Culture & Media Co., Ltd.
One cash award of HK\$150,000 (approx. US\$19,200)

Heaven Pictures (HK) Culture and Media Co., Ltd. will select a project for this award to encourage young Hong Kong filmmakers to create local-themed projects with a unique personal style.

mm2 Award

Presented by mm2 Hong Kong
One cash award of HK\$100,000 (approx. US\$12,800)

mm2 Hong Kong will select a Chinese-language IDP that exhibits good commercial and artistic qualities to receive this cash award for script and project development.

TAICCA Award

Presented by Taiwan Creative Content Agency
One cash award of US\$10,000 (approx. HK\$78,000)

To encourage creative content development in Asia, Taiwan Creative Content Agency (TAICCA) will choose one project with the most potential to become a co-production with Taiwan to receive this cash award.

Taipei Film Commission Award

Presented by Taipei Culture Foundation - Taipei Film Commission
One cash award of HK\$30,000 (approx. US\$3,800)

The Taipei Culture Foundation - Taipei Film Commission will choose an IDP for this award to encourage and support a project with the potential to film and co-produce with creative talents or enterprises in Taipei. All IDPs are eligible.

White Light Post-Production Award

Presented by White Light Studio

Two in-kind awards of each valued US\$15,000 (approx. HK\$118,000 each)

White Light Studio will choose one IDP and one WIP for two in-kind awards for post-production services in Bangkok to promote cinematic innovation and promising Asian filmmakers.

ARRI Award

Presented by ARRI Hong Kong

One in-kind award of US\$15,000 (approx. HK\$118,000)

ARRI Hong Kong will choose one IDP to receive an in-kind award worth US\$15,000 in market equipment rental service value through sponsorship of professional equipment to young talents to create more valuable films.

Network of Asian Fantastic Films (NAFF) Award

Presented by Bucheon International Fantastic Film Festival

One in-kind award for the selected project to attend NAFF 2023

The Bucheon International Fantastic Film Festival will select one IDP to participate in NAFF 2023.

Udine Focus Asia Award

Presented by Udine Far East Film Festival

One in-kind award for the selected project to attend Focus Asia 2023

This award is to encourage and facilitate co-productions between Asia and Europe. Far East Film Festival will select and invite one IDP to participate in Focus Asia 2023 in Udine, Italy.

HAF Goes to Cannes Program

Presented by HAF and Marché du Film

In collaboration with Marché du Film, HAF will select up to five WIP to participate in the "Goes to Cannes" at the 2023 Cannes Film Festival, which offers market screening opportunities and facilitates filmmakers seeking sales agents, distributors, and film festival premieres.