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INAUGURAL HKIFF INDUSTRY - CAA CHINA GENRE INITIATIVE
ANNOUNCES SIX GENRE PROJECTS



Hong Kong, 25 January 2024 – The Hong Kong International Film Festival Society (HKIFFS) has revealed six genre projects for the inaugural HCG, a new collaboration between HKIFFS and talent agency CAA China.

HCG, which stands for *HKIFF Industry - CAA China Genre Initiative*, was launched in August last year to support and facilitate the growth and progress of Chinese-language genre projects. The first edition of HCG will coincide with the 22nd Hong Kong - Asia Film Financing Forum (HAF) and will be held from 11 to 13 March 2024, concurrent with the 28th Hong Kong International Film & TV Market (FILMART). HCG and HAF will both be part of the expanded HKIFF Industry Project Market.

Under HCG, two projects will be chosen to receive a cash prize of US\$20,000 each as part of their development funding. Furthermore, the winning projects will benefit from bespoke guidance from script mentors. CAA China can engage in script development agreements with the selected projects.

CAA China is a world-class media and entertainment company, formed by leading entertainment and sports agency Creative Artists Agency (CAA), in partnership with CMC Capital Partners (CMC).

The inaugural HCG will showcase an equal number of experienced filmmakers and those making their debut. They are:

- ***Call of Lobster***, directed by Yin Chen-Hao and produced by Cheng Wei-Hao and Jin Pai-Lunn (all known for their involvement in Taiwan's box office hit *Man in Love*), draws inspiration

from a true and extraordinary story. The comedy-drama follows a lobster farmer's overseas journey to share his unique lobster farming techniques.

- ***Dying Fire*** is a suspenseful comedy-drama directed by Gao Linyang (winner in Rotterdam with *To Love Again*) and produced by Guan Hu (*The Eight Hundred*). The plot revolves around a miner and an accountant who plan to retrieve their stolen money by setting up a fake bank they intend to rob.
- ***Hyperinflation***, directed by Yan Bing (known for *160 Years Old*) and produced by Li Xiaoyuan and Shan Zuolong (both associated with *The Water Murmurs*, winner of the Short Film Palme d'Or at Cannes), is a gripping drama. It centres around an archaeologist who struggles with the financial debts left behind by her missing husband while simultaneously unravelling the mystery surrounding an ancient female corpse.
- ***Countdown to the End*** by Wang Hao (known for his award-winning short film *Brad Lee*) is an action-packed suspense drama. The story follows a shopping mall security guard who engages in a thrilling cat-and-mouse game with a mysterious caller, all in a race against time to save innocent lives and seek redemption.
- ***Reunion Diaries*** is directed by first-time feature director Rowena Loh and produced by Jean Yeo (from the *Last Madame: Sisters of the Night* series) and Taiwanese actor James Wen. This Lunar New Year rom-com traverses New York, Singapore, Taipei, and Hong Kong, showcasing love's highs and lows.
- ***Scriptures and Poetry*** is by director Du Junlin (previously an editor) and producer Li Xiaoyuan. This comedy revolves around an elderly film director who embarks on a journey with his elderly scriptwriter, seeking inspiration for a romance film.

Guest Accreditation

Investors, festival programmers, and other industry professionals can now register as guests through <https://Industry.hkiff.org.hk/guest-registration>. Upon successful accreditation, all guests can arrange individual meetings with filmmakers to discuss their projects.

For specific information regarding all the shortlisted in-development projects, please consult the **Appendix**. To stay updated on the latest news and details about the HKIFF Industry Project Market, 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/@HKIFFIndustryProjectMarket>

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

The Industry Office (HKIFF Industry) was set up in 2021 to coordinate the HKIFF Society's film industry activities. It offers a comprehensive range of services to the filmmaking community, including the HAF Film Lab (a boot camp for young filmmakers), (Hong Kong - Asia Film Financing Forum (HAF)) for in-development (IDP) and work-in-progress (WIP) projects (co-production market), HAF Goes to Cannes (screening opportunity), and HKIFF Collection (consultative support for festival strategies, sales, and distribution). HKIFF Industry also engages in co-production of both fiction and non-fiction films with third parties.

The HKIFF Industry - CAA China Genre Initiative is the most recent project market endeavour initiated by the Industry Office.

Official website: <https://industry.hkiff.org.hk>

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 annual 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 (Summer IFF), 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 and festival strategies and overseas distribution (HKIFF Collection).

Official website: www.hkiff.org.hk

About CAA China

CAA China is a world-class media and entertainment company, formed by leading entertainment and sports agency Creative Artists Agency (CAA), in partnership with CMC Capital Partners (CMC), China's leading investment fund in technology, consumer and media sectors. With more than 18 years of in-market experience, CAA China has expanded beyond film into Television, Music, Brand Partnerships, and Sports. Founded in 1975, CAA represents many of the most successful professionals working in film, television, music, sports, theatre, video games, commercial endorsements, and digital content, and provides a range of strategic marketing and consulting services to corporate clients.

Appendix: Full list of the HCG Projects

* First narrative feature projects

H01. *Call of Lobster*

Director: Yin Chen-Hao

Producers: Jin Pai-Lunn, Cheng Wei-Hao

Production Company: Calendar Studios

H02. **Countdown to the End*

Director: Wang Hao

Producer: Wang Hao

Production Company: Beijing YH Film Co., Ltd.

H03. *Dying Fire*

Director: Gao Linyang

Producer: Guan Hu

Production Company: The Seventh Art Pictures (Shanghai) Co., Ltd.

H04. *Hyperinflation*

Director: Yan Bing

Producers: Li Xiaoyuan, Shan Zuolong, Du Liwei

Production Company: MONOLOGUE FILMS (SHANGHAI)

H05. **Reunion Diaries*

Director: Rowena Loh

Producer: Jean Yeo, James Wen

Production Companies: Ochre Pictures, Liu-Yu Entertainment

H06. **Scriptures and Poetry*

Director: Du Junlin

Producer: Li Xiaoyuan

Production Company: Eye Cutting Room

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For media enquiry, please contact:

VT Comms

Alice Au Yeung

Tel: (+852) 2787 0706

(+852) 9887 9387

Email: hkiffindustrymedia@vtcomms.com

HKIFF Industry

Lizzie Zhang

Tel: (+852) 2102 7359

(+852) 5545 3639

Email: lizzie_zhang@hkiff.org.hk