

HKIFF INDUSTRY

Project Market
電影業辦公室項目市場

2024.3.11-13

HAF HCG

HK 電影業辦公室
Industry

The 22nd Hong Kong - Asia Film Financing Forum (HAF) Brief Report

The 22nd Hong Kong - Asia Film Financing Forum (HAF) was held as a physical, in-person event supplementary with online meetings for the first time since 2019 from 13 - 15 March 2024 at the Hong Kong Convention & Exhibition Centre in conjunction with the 27th Hong Kong Film & TV Market (FILMART).

The forum was organised by the **Hong Kong International Film Festival Society** (HKIFFS), co-organised by the **Hong Kong Trade Development Council** (HKTDC), and financially supported by **Create Hong Kong** (CreateHK) and **Film Development Fund** (FDF). Held concurrently with **Hong Kong International Film and TV Market** (FILMART) for the sixteenth time, HAF was once again one of the core events of Entertainment Expo Hong Kong.

HAF is widely recognised as one of the most significant film-financing platforms in Asia. Over the three-day period, HAF attracted leading film financiers, producers, distributors and buyers, connecting them with talented filmmakers through business meetings and seminar, pitching and networking events for potential co-production opportunities.

1. Shortlisted Projects

This year, HAF received 275 submissions in the In-Development Project (IDP) section and 93 submissions in the Work-in-Progress Project (WIP) section. 26 IDPs and 15 WIPs were selected.

2. International Partners (in alphabetical order):

1. **Asian Project Market** (APM), Busan International Film Festival (South Korea)
2. **Beijing Film Market**, Beijing International Film Festival (China)
3. **CineMart**, International Film Festival Rotterdam (The Netherlands)
4. **Festival Scope**, Moving Scope SAS (France)
5. **Film Bazaar**, National Film Development Corporation (NFDC) (India)
6. **FIRST International Film Festival** (China)
7. **Focus Asia**, Far East Film Festival (Italy)
8. **Golden Horse Film Project Promotion** (FPP), Taipei Golden Horse Film Festival (Taiwan)
9. **Marché du Film** (France)
10. **Network of Asian Fantastic Films** (NAFF), Bucheon International Fantastic Film Festival (South Korea)
11. **SIFF Project**, Shanghai International Film Festival (China)

3. Concurrent Events and Advisory:

Concurrent Events:

- Hong Kong International Film Festival (HKIFF)
- HKIFF Cine Fan
- Hong Kong International Film & TV Market (FILMART)

Advisory:

The 22nd HAF's advisory is comprised of esteemed industry professionals, including:

- 7 International Advisors
- 1 Honorary Legal Advisor
- 4 Project Reading Committee Members

4. Industry participation:

Private business meetings were arranged for 26 selected IDPs, 15 selected WIPs and 6 HCGs. Participating guests included film financiers, film producers, film buyers and distributors, film festival delegates, representatives of film funds and film commissions, production companies and post-production houses.

HONG KONG

- 127 Wall Entertainment Limited, Asian Shadows, Broadway Cinematheque, Changin' Pictures, Chinachem Group, Columbia Pictures Film Production Asia Limited, Edko Films Limited, Famous Deal Limited, Film Workshop Co., Ltd., Golden Scene Company Limited, Haldanes, Hong Kong Asian Film Festival, Hong Kong International Film Festival, Icon Group Limited, Infinitus Entertainment Limited, MakerVille Company Limited, Mar Vivo Films, Medialink Group Limited, mm2 Studios Hong Kong Limited, Nika Vision Limited, S11 Partners, Square 1 Film, We Distribution Limited and We Pictures Limited.

CHINA

- Aim Media Pictures, Alibaba Pictures, Aputure Imaging Industries Co., Ltd., Arattention Films Co., Ltd., Atrio Media Limited, Bad Rabbit Pictures, Beijing Hugoeast Media Co., Ltd., Beijing International Film Festival, Beijing Modern Sky Digital Media Technology Co., Ltd., Bridging the Dragon, Broadway Cinematheque (Beijing/Shenzhen/Shanghai), China Kingway, Creative Artists Agency (Beijing) Co., Ltd., Dino Films, DZOFILM, FIRST International Film Festival, Five Pictures, Gootime Media Co., Ltd., Green Ray Films, Hishow Entertainment, Huace Pictures (Shanghai) Co., Ltd., INBETWEEN Art, iQIYI, Inc., JiangSu OMNIJOI Movie Co., Ltd., La Fonte, Lantern Film, Linmon Pictures, Mani Stone Pictures, Midnight Blur Films,

Monar Films, MoreJoy Pictures, Parallax Films, PPB Asia, QC Media, Rediance, Rice And Flower Pictures, Shanghai International Film Festival | SIFF Project, Shanghai PMF Pictures Co., Ltd., United Entertainment Partners and Universal Pictures China.

TAIWAN

- Ablaze Image Limited, AwesomeWorks Production, Creative Century Entertainment, Flash Forward Entertainment, ifilm, Ksana Films Co., Ltd., Mirror Fiction Inc., Perfect Sound Co., Ltd., Pigeon Co., Ltd., Screenworks Asia Limited, Serendipity Films, Taipei Film Commission, Taipei Film Festival, Taipei Golden Horse Film Festival | Film Project Promotion, Taiwan Creative Content Agency (TAICCA), TC-1 Culture Fund, Three Dots Entertainment Co., Ltd., Top Film and Volos Films Limited.

JAPAN

- Aniplex Inc., Hiroshima Film Commission, Hiroshima International Film Festival, KADOKAWA Corporation, Marza Animation Planet Inc., Osaka Asian Film Festival, PIA Film Festival, Sony Music Entertainment, Tokyo International Film Festival and UNIJAPAN.

SOUTH KOREA

- b films, Barunson E&A, Bucheon International Fantastic Film Festival | Network of Asian Fantastic Films, Busan International Film Festival | Asian Project Market, CJ ENM, Finecut Co., Ltd., Hanmac Culture Group, Incheon Film Commission, Jeju Content Agency, K-Movie Entertainment & Studio, Korea Film Commissions & Industry Network, October Pictures Korea and Seoul Film Commission.

OCEANIA & SOUTHEAST ASIA

- Australia Asia Film Group (Australia), BASE Entertainment Pte. Ltd. (Singapore), Festive Films (Singapore), G.H.Y Culture & Media Pte. Ltd. (Singapore), Giraffe Pictures (Singapore), Jaikon Media Sdn. Bhd. (Malaysia), Momo Film Co (Singapore), National Film Development Corporation (NFDC) | Film Bazaar (India), New Zealand Film Commission (New Zealand), Odin's Eye Entertainment & Animation (Australia), Singapore International Film Festival (Singapore), Skyline Media (Vietnam), Sydney Film Festival (Australia), V Movies & Media Sdn. Bhd. (Malaysia), White Light Studio (Thailand) and World Film Festival of Bangkok (Thailand).

FRANCE

- Cannes Directors' Fortnight, CNC, Dissidenz Films, Les Films Du Losange, Memoria Films, Reel Suspects, Shasha & Co Production, Still Moving and Totem Films.

UNITED KINGDOM

- BFI London Film Festival, Euras Films, Imaginarium Productions, No Logo Films and Plaza Mayor Company Limited.

EUROPE (OTHERS)

- 70 STEPS (Germany), Antidote Sales (Sweden), ANTROPICA (Italy), Europe Media Nest (Czech Republic), Fidalgo Film Production (Norway), Fribourg International Film Festival (Switzerland), Grandfilm (Germany), International Film Festival Rotterdam (The Netherlands), Intramovies (Italy), Kalejdoskop Film (Poland), Karlovy Vary International Film Festival (Czech Republic), Lights On (Italy), Orisa Produzioni (Italy), Rapid Eye Movies (Germany), San Sebastian International Film Festival (Spain), Storm Films (Norway), Tucker Film (Italy), Ties That Bind (Italy), Udine Far East Film Festival | Focus Asia Project Market (Italy) and Venice International Film Festival (Italy).

CANADA

- Echelon Talent Management, SC Productions Inc. and Toronto International Film Festival.

UNITED STATES






- Beyond Fest, Cinema Inutile, EST Studios, Magic Fair, MAGNIFY, Sundance Film Festival and Toei Doga Entertainment.






OTHERS

- Red Sea International Film Festival (Saudi Arabia).

5. Project Accomplishments:

HAF alumni have gone on to enjoy both box office success and critical acclaim at major film festivals around the world with their completed projects, effectively realising the opportunities offered by the forum.

	<p><i>La Luna</i> (IDP 2017) by M. Raihan Halim was shortlisted for International Film Festival Rotterdam 2024 and Tokyo International Film Festival 2023</p>
	<p><i>Art College 1994</i> (IDP 2018) by Liu Jian was shortlisted for Berlin International Film Festival 2023, Tokyo International Film Festival 2023 and Hong Kong International Film Festival 2024.</p>
	<p><i>If Only I Could Hibernate</i> (IDP 2019) by Zoljargal Purevdash was shortlisted for Cannes Film Festival 2023 and Busan International Film Festival 2023.</p>
	<p><i>Olympic Halftime</i> (WIP 2020) by Haruna Honcoop was shortlisted for Ji.halava International Documentary Film Festival 2023.</p>
	<p><i>No Winter Holidays</i> (WIP 2021) by Rajan Kathet, Sunir Pandey was shortlisted for Sheffield DocFest 2023.</p>

	<p><i>Stonewalling</i> (WIP 2021) by Huang Ji and Otsuka Ryuji won the Best Narrative Feature and Best Film Editing in Taipei Golden Horse Awards 2023, won Best Film and Best Actress, Young Cinema Competition (Chinese Language) in Hong Kong International Film Festival 2023, was shortlisted for Giornate degli Autori, Venice Film Festival 2022, Toronto International Film Festival 2022, New York Film Festival 2022, BFI London Film Festival 2022, Tokyo FILMEX International Film Festival 2022, San Diego Asian Film Festival 2022 and Vancouver International Film Festival 2022.</p>
	<p><i>In the Belly of a Tiger</i> (IDP 2020) by Siddhartha Jatla was shortlisted for Berlin International Film Festival 2024.</p>
	<p><i>Beyond the Fog</i> (IDP 2021) by Maruse Daichi was shortlisted for San Sebastian Film Festival 2023 and Busan International Film Festival 2023.</p>
	<p><i>To Love Again</i> (WIP 2021) by Gao Linyang won Best Actor, Young Cinema Competition (Chinese Language), in Hong Kong International Film Festival 2023 and special Jury Award in International Film Festival Rotterdam 2022.</p>
	<p><i>The Cursed Land</i> (IDP 2022) by Panu Aree, Kong Rithee was shortlisted for International Film Festival Rotterdam 2024.</p>



Borrowed Time (WIP 2022) by **Cai Jie** was shortlisted for International Film Festival Rotterdam 2024, Pingyao Crouching Tiger Hidden Dragon International Film Festival 2023 and Busan International Film Festival 2023.



A Song Sung Blue (WIP 2022) by **Geng Zihan** was shortlisted for Tokyo International Film Festival 2023, Directors' Fortnight, Cannes Film Festival 2023, Busan International Film Festival 2023, and won Best Director, Fei Mu Awards in Pingyao Crouching Tiger Hidden Dragon International Film Festival 2023.



The Spark (WIP 2022) by **Rajesh S. Jala** was shortlisted for Busan International Film Festival 2023.



Brief History of a Family (WIP 2023) by **Lin Jianjie** was shortlisted for Sundance Film Festival 2024 and Berlin International Film Festival 2024.



Carefree Days (WIP 2023) by **Liang Ming** was shortlisted for San Sebastian Film Festival 2023 and won Youth Jury Grand Award and Best Actress, Fei Mu Awards in Pingyao Crouching Tiger Hidden Dragon International Film Festival 2023.



Fly Me to the Moon (WIP 2023) by **Sasha Chuk** was Nominated for Best Supporting Actor (Wu Kang-Ren), Best New Performer (Yoyo Tse), Best Costume & Makeup Design, and Best New Director in Hong Kong Film Awards 2024, Best Newcomer in Asian Film Awards 2024, won Best New Performer (Yoyo Tse) in Taipei Golden Horse Awards 2023 and was shortlisted in Tokyo International Film Festival 2023.



Guras (WIP 2023) by **Saurav Rai** was shortlisted for Karlovy Vary International Film Festival 2023 and Busan International Film Festival 2023.



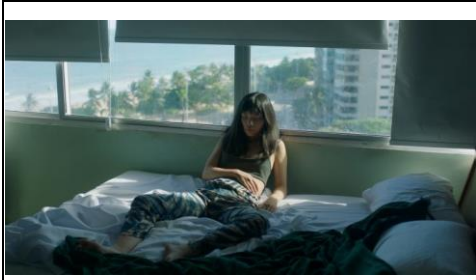
A Journey in Spring (WIP 2023) by **Peng Tzu-Hui, Wang Ping-Wen** was shortlisted for Osaka Asian Film Festival 2024, won Silver Shell Award for Best Director in San Sebastian Film Festival 2023 and Best Screenplay and Best Performance (Yang Kuei-Mei), Singapore International Film Festival 2023.



Salli (WIP 2023) by **Lien Chien-Hung** was shortlisted for Osaka Asian Film Festival 2024, Busan International Film Festival 2023 and Taipei Golden Horse Film Festival 2023.



She Sat There Like All Ordinary Ones (WIP 2023) by **Qu Youjia** was shortlisted for Berlin International Film Festival 2024.



Sleep With Your Eyes Open (WIP 2023) by Nele Wohlatz was shortlisted for Berlin International Film Festival 2024.



Solids by the Seashore (WIP 2023) by Patiparn Boontarig was shortlisted for Osaka Asian Film Festival 2024 and Osaka Asian Film Festival 2024.



Who Were We? (WIP 2023) by Tomina Tetsuya was shortlisted for Tokyo International Film Festival 2023.

6. Event Highlights

Over the three-day period, HKIFF Industry Project Market organized business meetings and networking events including Welcome Drinks, WIP Open Pitch, Awards Presentation Ceremony and Closing Party, to connect global film financiers, producers, distributors and buyers with talented filmmakers, encouraging collaboration across borders and facilitating financial support for the Asian cinema. Event highlights are as follows:

A) Welcome Drinks

Date: 10 March 2023 (Sunday)

Time: 7:00pm - 9:00pm

Venue: JAJA, 6/F, Hong Kong Arts Centre, 2 Harbour Road, Wan Chai

Attendees: 150 guests

HKIFF Industry Project Market organized Welcome Drinks Party and generated networking opportunities for filmmakers, industry partners and advisories to interact with each other before the official opening.



Mr. Albert Lee, HKIFFS Executive Director welcomed the distinguished guests. Filmmakers signed autographs and took photos for a memorable moment.



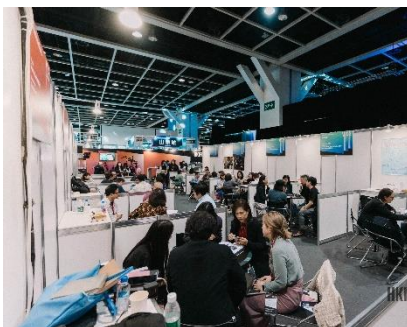
Filmmakers, partners, advisors and guests enjoyed themselves and expanded their network during the Welcome Drinks.

B) Project Meetings

Date: 11 – 13 March 2024 (Monday to Wednesday)

Venue: HKIFF Industry Project Market Fairground, Hall 1, Hong Kong Convention and Exhibition Centre

HKIFF Industry Project Market arranged business meetings over the three-day period to connect filmmakers with global investors, distributors and buyers to explore co-production opportunities.





C) WIP Open Pitch

Part I

Date: 11 March 2024 (Monday)

Time: 2:00pm - 4:00pm

Venue: Moonlight Theatre, Hall 1, Hong Kong Convention and Exhibition Centre

Attendees: 389 guests

Part II

Date: 12 March 2024 (Tuesday)

Time: 10:00am - 11:30am

Venue: Moonlight Theatre, Hall 1, Hong Kong Convention and Exhibition Centre

Attendees: 248 guests



This year marked the 8th edition of “Work-in-Progress” Open Pitch, a program aims to promote the selected film projects and connect the talented filmmakers with professionals and investors, post-production companies, distribution agents and film festival programmers. The target audiences are the film industry professionals attending FILMART and HAF. Filmmakers from the shortlisted 15 feature fiction projects were invited to present their projects on the stage at the Moonlight Theatre on 11 and 12 March 2024. 637 guests are recorded from various countries. Private meetings with the attendees were also arranged potential collaboration.

The 15 shortlisted WIP projects are mainly from Hong Kong and Asian countries or regions. There are 5 feature debuts, 4 non-Chinese language projects and 3 international co-production films. They are Quentin Hsu Kun-Hua 's *Admission*, Shen Ko-Shang's *Deep Quiet Room*, Janus Victoria's *Diamonds in the Sand*, Zhang Hanyi's *Eclipse*, Zhang Zhongyu's *Green Persimmon*, Upamanyu Bhattacharyya's *Heirloom*, Chang Tso-Chi's *Intimate Encounter*, Lav Diaz 's *Kawalan*, Zhang Zhongchen's *Nighttime Sounds*, Oliver Chan Siu-kuen's *Montages of a Modern Motherhood*, Mark Gill's *Ravens*, Jiang Xiaoxuan's *To Kill a Mongolian Horse*, Adam Wong Sau-ping's *The Walk We Talk*. Huo Meng 's *The Wind is Unstoppable* and Nan Xin's *Yongle Palace*.

D) Awards Ceremony

Date: 13 March 2024 (Wednesday)

Time: 4:30pm - 6:00pm

Venue: Starlight Theatre, Hall 1, Hong Kong Convention and Exhibition Centre

Attendees: 186 guests

HAF22 successfully concluded on 13 March with the announcement of the recipients of 21 cash and in-kind awards worth more than HK\$1,740,000 (approximately US\$ 223,000), including those from new sponsors CAA China, AimMedia Pictures, DZOFILM and La Fonte & INBETWEEN.



Dr the Hon Wilfred Wong, GBM, GBS, JP, Chairman of the Hong Kong International Film Festival Society, delivered a speech at the Awards Ceremony. Group photo of the award-winning filmmakers and guests.



Mr Raistlin Lau Chun, JP, Under Secretary for Culture, Sports and Tourism, presented the awards below:

- IDP Award for a Hong Kong project: **The Excreman – On the Road** (Hong Kong) by **Brian Tse**
- IDP Award for a non-Hong Kong project: **Blonde** (Japan) by **Sakashita Yuichiro**



Mr Raistlin Lau Chun, JP, Under Secretary for Culture, Sports and Tourism, presented the awards below:

- WIP Award for a Hong Kong project: **Montages of a Modern Motherhood** (Hong Kong) by **Oliver Chan Siu-kuen**
- WIP Award for a non-Hong Kong project: **Heirloom** (India) by **Upamanyu Bhattacharya**

Other Winning Projects:



CCG Grand Award

The Way We Talk (Hong Kong) by **Adam Wong Sau-ping**



Project D Award

The Sichuan Culinary Chronicles: In Four Chapters (Mainland China, Hong Kong) by **Qiu Jiongjiang**



AimMedia Award
The Land is Our Navel (Mainland China)
by **Zhang Zhongchen**



TAICCA Award
Encore (USA, Hong Kong) by **Stefanos Tai**



Taipei Film Commission Award
A Ghost in the Market (Taiwan) by **Chin Chia-Hua**



La Fonte X INBETWEEN Award
Staring at Your Back (South Korea, Japan, Taiwan) by **Jang Kun-Jae**



White Light Post-Production Award (IDP)
Nagi Notes (Japan, France) by **Fukada Koji**



White Light Post-Production Award (WIP)
To Kill a Mongolian Horse (Mainland China)
by **Jiang Xiaoxuan**



Network of Asian Fantastic Films (NAFF) Award
The Vampire of Sheung Shui (Hong Kong)
 by **Shreyom Ghosh**



Udine Focus Asia Award
White Flowers and Fruits (Japan) by **Sakamoto Yukari**



HAF Goes to Cannes Program
Admission (Mainland China) by **Quentin Hsu Kun-Hua**
Heirloom (India) by **Upamanyu Bhattacharyya**
Intimate Encounter (Taiwan) by **Chang Tso-Chi**
The Land is Our Navel (Mainland China) by **Zhang Zhongchen**
Montages of a Modern Motherhood (Hong Kong) by **Oliver Chan Siu-kuen**

E) Closing Party

Date: 13 March 2024 (Wednesday)

Time: 9:00pm - 11:00pm

Venue: Pool Room, Soho House Hong Kong, 30/F, Soho House Hong Kong, 33 Des Voeux Road West, Sheung Wan

Attendees: 250 guests



Filmmakers from all over the world and a group of guests celebrated the successful conclusion of the HKIFF Industry Project Market at the Closing Party, where they enjoyed a delightful evening of drinks and festivities.

F) HAF Goes to Cannes

HAF partners with Marché du Film the eighth time and presents the program "HAF Goes to Cannes" at Marché du Film of Festival de Cannes this year. Onsite screening was held on 19th May at Palais K, Palais de Festival. Online screening took place at Marche du Film's website on 20th May. 5 WIP projects including **Admission**, **Heirloom**, **Intimate Encounter**, **Montages of a Modern Motherhood**, and **Nighttime Sounds** were selected. These projects enjoyed the benefits of footage screening of their films, online meetings with guests and industrial professionals, project exposure, social networking opportunities, press release and newsletter mention offered by the organiser.



7. Statistics

Financiers and Appointments

The participating guests included film financiers, film producers, film buyers and distributors, film festival delegates, representatives of film funds and film commissions, production companies and post-production houses. Throughout the three days of HAF, 1,099 business meetings were arranged for 41 selected projects.