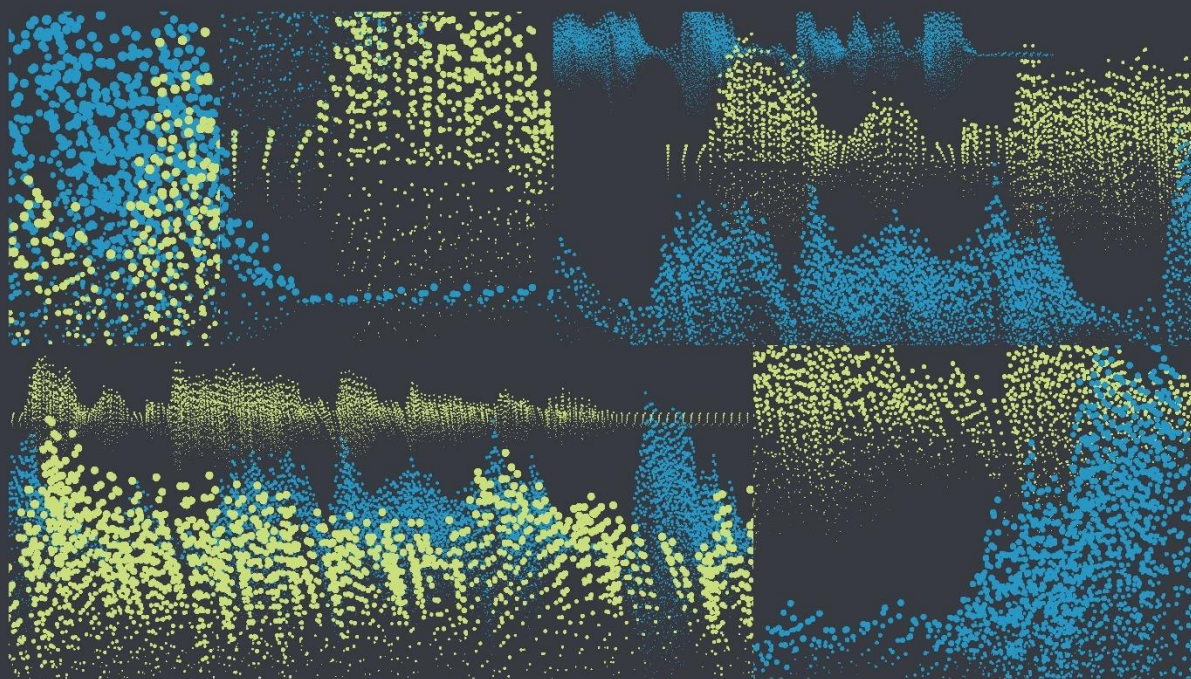




HKIFF INDUSTRY

2025.3.17—19

Project Market
電影業辦公室項目市場



The 23rd Hong Kong - Asia Film Financing Forum (HAF) Brief Report

The 23rd Hong Kong - Asia Film Financing Forum (HAF) was held as a physical, in-person event supplementary with online meetings from 17 - 19 March 2025 at the Hong Kong Convention & Exhibition Centre in conjunction with the 29th 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 **Cultural and Creative Industries Development Agency** (CCIDA) and **Film Development Fund** (FDF). Held concurrently with **Hong Kong International Film and TV Market** (FILMART) for the eighteenth 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 276 submissions in the In-Development Project (IDP) section and 122 submissions in the Work-in-Progress Project (WIP) section. 25 IDPs and 15 WIPs were selected.

To further diversify its support for emerging talents, HAF has introduced a dedicated Animation Projects section, spotlighting animated feature films in both development and post-production stages. A total of 6 projects were selected for its first edition.

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. **JFW NET - Industry Program**, Jakarta Film Week (Indonesia)
11. **Network of Asian Fantastic Films** (NAFF), Bucheon International Fantastic Film Festival (South Korea)
12. **SIFF Project**, Shanghai International Film Festival (China)
13. **TAICCA**, Taiwan Creative Content Agency (Taiwan)

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 23rd 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 25 selected IDPs, 15 selected WIPs and 6 selected Animation projects. 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, 70 Plus Production Company Limited, Bliss Concepts Limited, Broadway Cinematheque, Changin' Pictures, Columbia Pictures Film Production Asia Limited, Cultopus Studio, Edko Films Production, Emperor Motion Pictures, Enchanting Studio Limited, Famous Deal Limited, Film Workshop Co., Ltd., Glory Pearl Limited, Golden Scene Company Limited, JEM Production Limited, Jia Media, M+ Museum for Visual Culture, MakerVille Company Limited, Medialink Entertainment Limited, mm2 Hong Kong, Moebius Entertainment Limited, Pica Pica Media Limited,

ProduSa Limited, S11 Partners Limited, Square 1 Film, We Distribution Limited, and We Pictures Limited.

CHINA

- About Time Pictures, Aim Media Pictures, Alibaba Pictures, Aputure Imaging Industries Co., Ltd., Atrio Media (Beijing) Ltd., Bad Rabbit Pictures, Beijing Baination Picture Co., Ltd., Beijing Hugoeast Media Co., Ltd., Beijing Xiangjin Pictures Co., Ltd., Creative Artists Agency (Beijing) Co., Ltd., China Blue Films, Donwa Pictures, Fantawild Pictures Inc., FIRST International Film Festival, Fortissimo Films, Green Ray Films, Hishow Entertainment, iQIYI, Inc., La Fonte, Linmon Media, Maxtimes Pictures, Midnight Blur Films, Mint Pictures, Monar Films, QC Media, Rediance, Shanghai Film Studio, Shanghai Huace Pictures Co., Ltd., Shanghai International Film Festival | SIFF Project, Shenzhen Debris Animation Co., Ltd., Skyfilm, Small Dreamer Information Consulting Co., Ltd., and Universal Pictures China.

TAIWAN

- Ablaze Image Limited, Aview Images, AwesomeWorks Production, Central Motion Picture Corporation, Creative Century Entertainment, Cutting Edge Films, Dare Entertainment ltc., ENLA Media, Flash Forward Entertainment, Giloo, Joint Journey Creative Entertainment Co., Ltd., Kingyo Productions, Perfect Sound Co., Ltd., Swallow Wings Films, Taipei Film Commission, Taipei Film Festival, Taipei Golden Horse Film Festival | Film Project Promotion, Taipei Postproduction Corp., Taiwan Creative Content Agency (TAICCA), Time Vision Co., Ltd., Top Film, and udnFunLife Co., Ltd.

JAPAN

- Aniplex Inc., Sony Music Entertainment, Tokyo International Film Festival, and UNIJAPAN.

SOUTH KOREA

- Barunson E&A, Bucheon International Fantastic Film Festival | Network of Asian Fantastic Films, Busan International Film Festival | Asian Project Market, CJ ENM Co., Ltd., FINECUT Co., Ltd., Hanmac Culture Group, Incheon Film Commission, Jeju Content Agency, JEONJU International Film Festival, Korea Film Commissions & Industry Network, October Pictures Korea, Seoul Film Commission, and ShowBox.

OCEANIA & SOUTHEAST ASIA

- Afternoon Pictures (Malaysia), Alouette Distribution (Singapore), DeeDee Animation Studio (Vietnam), Diversion (Thailand), Fire and Ice Media and Productions, Inc. (The Philippines), Hazelnut Media Pte. Ltd. (Singapore), Imajinari (Indonesia), Influxious Content & Art (India), Jaikon Media Sdn. Bhd. (Malaysia), Jakarta Film Week (Indonesia), Mokster Films Pte. Ltd. (Singapore), Momo Film Co (Singapore), National Film Development Corporation (NFDC) | Film Bazaar (India), Onevision Entertainment (Indonesia), Potocol (Singapore), PT Cablenet Asia (Indonesia), PT Redice Studio Indonesia (Indonesia), Singapore International Film Festival (Singapore), Skyline Media (Vietnam), Sydney Film Festival (Australia), V Movies & Media Sdn. Bhd. (Malaysia), Visinema (Indonesia), Westec Media Limited (Cambodia), White Light Studio (Thailand), and World Film Festival of Bangkok (Thailand).

FRANCE

- Centre national du cinéma et de l'image animée (CNC), Mar Vivo Films, Memento International, MMM Film Sales, Quinzaine des Cineastes (Directors' Fortnight), and Totem Films.

UNITED KINGDOM

- British Film Institute, and Plaza Mayor Company Limited.

EUROPE (OTHERS)

- 70 STEPS (Germany), Berlin International Film Festival (Germany), Berlinale Forum (Germany), Bridging Visions (Germany), Coccinelle Film Sales (Italy), DOK Leipzig - International Leipzig Festival for Documentary and Animated Film (Germany), El Gouna Film Festival (Egypt), European Film Market (Germany), Fabian & Fred (Germany), Fribourg International Film Festival (Switzerland), Giornate degli Autori (Italy), Grandfilm Production GmbH (Germany), International Film Festival Rotterdam | CineMart (Netherlands), Intramovies (Italy), K+ (Italy), Karlovy Vary International Film Festival (Czech Republic), Minerva Pictures Group (Italy), Netherlands Filmfund (Netherlands), Picture Tree International GmbH (Germany), Pilgrim S.r.l. (Italy), Rapid Eye Movies (Germany), San Sebastian International Film Festival (Spain), Studio Campedelli S.r.l.

(Italy), Ties That Bind (Italy), Tucker Film (Italy), Twenty Twenty Vision / Pallas Film (Germany), Udine Far East Film Festival | Focus Asia Project Market (Italy), and Volos Films Italia (Italy).

CANADA

- Toronto International Film Festival.

UNITED STATES

- General Film Services LLC, Q&A Entertainment, Rise Entertainment Group, Sony Pictures Entertainment (Columbia Pictures), and Sundance Film Festival.

OTHERS

- Red Sea Film Foundation (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.

	<i>Some Nights I Feel Like Walking</i> (IDP2020) by Petersen Vargas was shortlisted for Singapore International Film Festival 2024, Taipei Golden Horse Film Festival 2024, and Tallinn Black Nights Film Festival 2024.
	<i>Stranger Eyes</i> (IDP2020) by Yeo Siew Hua won Best Supporting Actor and Best Sound at Asian Film Awards 2025. It was also shortlisted for many other film festivals such as Singapore IFF 2024, Golden Horse Awards 2024, Tokyo FILMeX 2024, and Competition at Venice Film Festival 2024.
	<i>Another Home</i> (WIP2021) by Frankie Sin won BIFF Mecenat Award at Busan International Film Festival 2024.
	<i>Queerpanorama</i> (IDP2022) by Jun Li was shortlisted for the Panorama section of Berlin International Film Festival 2025.



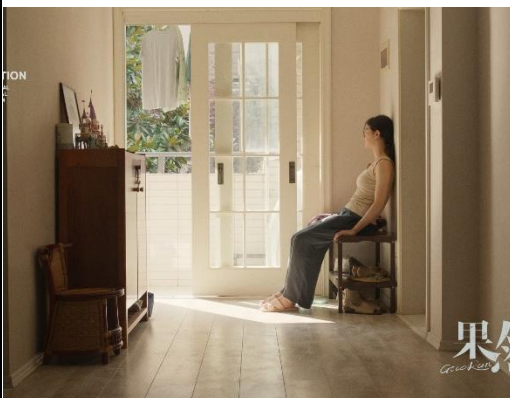
Don't Cry, Butterfly (IDP2022) by **Dương Diệu Linh** won Grand Prize at International Film Critics' Week, Venice Film Festival 2024. It was also selected for many other film festivals such as the New Directors Competition at São Paulo International Film Festival 2024, BFI London Film Festival 2024, Toronto International Film Festival 2024, and Taipei Golden Horse Film Festival 2024.



In Retreat (WIP2022) by **Maisam Ali** was selected for Busan International Film Festival 2024, MAMI Mumbai Film Festival 2024, ACID at Cannes Film festival 2024, and São Paulo International Film Festival 2024.



Diamonds in the Sand (WIP2024) by **Janus Victoria** was selected for Tokyo FILMeX 2024 and Far East Film Festival 2025.



Guo Ran (IDP2023) by **Li Dongmei** was selected for Tiger Competition at Rotterdam International Film Festival 2025.



Living the Land (WIP2024) by **Huo Meng** was selected for Main Competition at Berlin International Film Festival 2025.



Hani (WIP2023) by **Hou Dasheng** was selected for Critics' Picks Competition at Tallinn Black Nights Film Festival 2024.



Hunter Brothers (WIP2023) by **Su Hung-En** was the Closing Film for Kaohsiung Film Festival 2024 and selected for Spotlight on Taiwan at Hawaii International Film Festival 2024.



Montages of a Modern Motherhood (WIP2024) by Oliver Chan Siu-kuen was nominated for Best Actress and Best Supporting Actor at Hong Kong Film Awards 2025. It was also selected for Women's Empowerment at Tokyo International Film Festival 2024 and New Currents at Busan International Film Festival 2024.



Pa-gwa (The Old Woman with the Knife) (IDP2024) by **Min Kyu-Dong** was selected for Berlinale Special at Berlin International Film Festival 2025.



Ravens (WIP2024) by **Mark Gill** was selected for Red Sea International Film Festival 2024, Taipei Golden Horse Film Festival 2024, Tokyo International Film Festival 2024, and Austin Film Festival 2024.



The Way We Talk (WIP2024) by **Adam Wong Sau-ping** was nominated for Best Film, Best Director, Best Actor, Best Actress, Best New Performer, Best Original Film Song, and Best Sound Design at Hong Kong Film Awards 2025. It was selected for many other film festivals such as Osaka Asian Film Festival 2025 and BFI London Film Festival 2024. It won the Golden Horse Award for Best Leading Actress in 2024.



The Witness (IDP2023) by **Nader Saeivar** was selected for Taipei Golden Horse Film Festival 2024, Stockholm International Film Festival 2024, Busan International Film Festival 2024, as well as the New Directors Competition and Spotlight on India sections at São Paulo International Film Festival 2024. It won Audience Award for Orizzonti Extra at Venice Film Festival 2024.

 TO KILL A MONGOLIAN HORSE GIORNATE degli AUTORI	<i>To Kill a Mongolian Horse</i> (WIP2024) by Jiang Xiaoxuan won Firebird Award for Best Film in Young Cinema Competition (Chinese Language) at Hong Kong International Film Festival 2025. It was nominated for Best Director at Asia Pacific Screen Awards 2024, and selected for New Directors Competition at São Paulo International Film Festival 2024. It won Authors under 40 Award for Best Directing and Screenwriting at Venice Film Festival 2024.
 艺术学院 ART COLLEGE 1994	<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.
	<i>In the Belly of a Tiger</i> (IDP 2020) by Siddhartha Jatla was shortlisted for Berlin International Film Festival 2024.
	<i>The Cursed Land</i> (IDP 2022) by Panu Aree, Kong Rithee was shortlisted for International Film Festival Rotterdam 2024.



Brief History of a Family (WIP 2023) by **Lir 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 and Hidden Dragon International Film Festival 2023.



A Journey in Spring (WIP 2023) by **Peng Tzu-Hui** and **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.

6. Event Highlights

Over the three-day period, HKIFF Industry Project Market organised business meetings and networking events including Welcome Drinks, WIP Open Pitch, Awards Presentation Ceremony and Closing Party, HAF also brought five Work-in-Progress (WIP) projects to the HAF Goes to Cannes programme this year, 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: 16 March 2025 (Sunday)

Time: 8:00pm - 10:00pm

Venue: Ying'nSocial, 1/F, Ying'nFlo Wesley Admiralty, 22 Hennessy Road, Wan Chai, Hong Kong

Attendees: 150 guests

HKIFF Industry Project Market organised 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 networks during the Welcome Drinks party.

B) Project Meetings

Date: 17 – 19 March 2025 (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: 17 March 2025 (Monday)

Time: 4:00pm - 6:00pm

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

Attendees: 413 guests

Part II

Date: 18 March 2025 (Tuesday)

Time: 10:30am - 12:30pm

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

Attendees: 389 guests



This year marked the 9th edition of “Work-in-Progress” Open Pitch, a programme 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 work-in-progress projects were invited to present their projects on stage at the Starlight Theatre on March 17 and 18, 2025. The event saw participation from 802 guests representing various countries. Private meetings were arranged with attendees to explore potential collaborations.

A total of 18 shortlisted work-in-progress projects are being presented, primarily from Hong Kong and other Asian countries or regions. These include 15 feature fiction film projects and 3 animation projects, launched under this year's newly established animation initiative. Among them are 12 feature debuts, 6 non-Chinese language projects, and 8 international co-productions.

The selected projects are:

- Priscilla Ang Geck Geck's *AH GIRL*
- Qiu Jiongjiong's *FUXI: Joy in Four Chapters*
- Tracy Choi's *Girlfriends*
- Emetjan Memet's *Good Drink Pub*
- Gong Yiwen's *Her First Taste*
- Yashasvi Juyal's *The Ink-Stained Hand and the Missing Thumb*
- Isabel Sandoval's *Moonglow*
- Chong Keat Aun's *Mother Bhumi*
- Li Jing's *Name and Hair*
- Reza Rahadian's *PANGKU (On Your Lap)*
- Liu Xing's *Say My Name*
- Tribeny Rai's *Shape of Momo*
- Sakamoto Yukari's *White Flowers and Fruits*
- Wang Tong's *Wild Nights, Tamed Beasts*
- Huang Ji and Otsuka Ryuji's *A Woman Builds*.

D) Awards Presentation Ceremony

Date: 19 March 2025 (Wednesday)

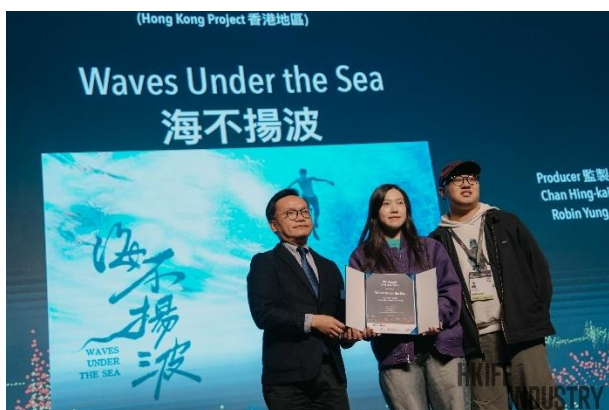
Time: 4:30 pm - 6:00 pm

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

Attendees: 430 guests



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 Gary Mak, Assistant Commissioner for Cultural and Creative Industries and Secretary-General of the

FDC, presented the awards below:

- IDP Award for a Hong Kong project: ***Waves Under the Sea*** (Macua, Hong Kong, Mainland China) by ***Chan Sileong***
- IDP Award for a non-Hong Kong project: ***Drive South Pray West*** (Thailand) by ***Panu Aree, Kong Ritthdee***



Mr Gary Mak, Assistant Commissioner for Cultural and Creative Industries and Secretary-General of the FDC, presented the awards below:

- WIP Award for a Hong Kong project: ***Say My Name*** (Mainland China, Hong Kong) by **Liu Xing**
- WIP Award for a non-Hong Kong project: ***Her First Taste*** (Mainland China) by **Gong Yiwen**

Other Winning Projects:



AimMedia Award
MIN (Mainland China) by **Li Jiajia**



Maxtimes Pictures Award
Innocent Flesh (Mainland China) by **Lin Yihan**



HAF X CNC Award
A Stranger at My Door (Hong Kong, Mainland China) by **Zheng Lu Xinyuan**



Taipei Film Commission Award
Indigo Boy (Taiwan) by **Bill Chia**



Red Sea Fund Award (IDP)
Besik. Homecoming (Tajikistan, Kazakhstan) by **Iskandar Usmonov**



Red Sea Fund Award (WIP)
Name and Hair (Mainland China) by **Li Jing**



La Fonte Award
Dead Tide (Malaysia) by **Kethsvin Chee**



White Light Post-Production Award (IDP)
YELLOW (Japan) by **Yamaura Miyoh**



White Light Post-Production Award (WIP)
Say My Name (Mainland China, Hong Kong) by
Liu Xing



Aputure Award
A Stranger at My Door (Hong Kong, Mainland China) by *Zheng Lu Xinyuan*



HCG Award
Seoulers (South Korea, USA) by
Hee Young Pyun, Jiajun 'Oscar' Zhang



Network of Asian Fantastic Films (NAFF) Award
2181 Overture (Mainland China, Canada) by
Wang Kunlin



Udine Focus Asia Award
Seoulers (South Korea, USA) by *Hee Young Pyun, Jiajun 'Oscar' Zhang*



HAF Goes to Cannes Programme

Her First Taste (Mainland China) by **Gong Yiwen**
PANGKU (On Your Lap) (Indonesia) by **Reza Rahadian**
Say My Name (Mainland China, Hong Kong) by **Liu Xing**
Shape of Momo (India) by **Tribeny Rai**
White Flowers and Fruits (Japan) by **Sakamoto Yukari**



Sky Animation Award

A Mighty Adventure (Taiwan, Hong Kong, Malaysia) by **Toe Yuen**



Pica Pica Media Post-Production Award

A Woman Builds (Japan, Taiwan, Singapore) by **Huang Ji, Otsuka Ryuji**

E) Closing Party

Date: 19 March 2025 (Wednesday)

Time: 9:00 pm - 11:00 pm

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

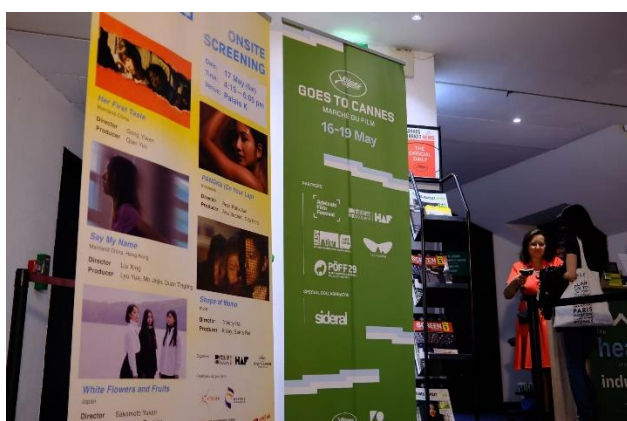
Attendees: 250 guests



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

The Hong Kong - Asia Film Financing Forum (HAF) collaborated for the ninth time with the Marché du Film of the Cannes Film Festival to hold the "HAF Goes to Cannes" programme. Selected projects had opportunities such as film screenings, meetings with industry professionals, project presentations, and promotional exposure on official social media platforms, press releases, and e-newsletters. Shortlisted projects including *Her First Taste* by Gong Yiwen, *PANGKU (On Your Lap)* by Reza Rahadian, *Say My Name* by Liu Xing, *Shape of Momo* by Tribeny Rai and *White Flowers and Fruits* by Sakamoto Yukari.



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, 1,246 business meetings were arranged for 46 selected projects.