

For Immediate Release

## HKIFFS AND META MEDIA GROUP LAUNCH ASIAN SHORT FILM FUND



**Hong Kong, 7 May 2025** – The Hong Kong International Film Festival Society (HKIFFS) and NOWNESS Asia, a subsidiary of Meta Media Group, have launched the **Asian Short Film Fund (ASFF)**.

The ASFF invites aspiring directors and producers to submit short film proposals from **7 May to 15 June 2025**. Three selected projects will receive up to **US\$35,000** in funding, mentorship from experienced Asian filmmakers, and support for script development and production. The completed films will premiere at the **50th Hong Kong International Film Festival (HKIFF50)** in 2026.

The ASFF underscores our commitment to nurturing bold, original voices in Asian cinema,” said Albert Lee, Executive Director of HKIFFS. “By bridging creative talent with industry expertise, we aim to amplify stories that reflect the region’s dynamism and diversity.”

Ten shortlisted projects will participate in an online open-pitch session in early August. Following the pitch, representatives from three selected projects will be invited to attend one-on-one meetings with the mentors, with the results announced later that month.

The ASFF is the highlight of events by HKIFFS and Meta Media Group to celebrate the intertwined histories of the Hong Kong International Film Festival and City Magazine, both founded in 1976. These institutions have greatly contributed to Hong Kong’s cultural landscape. In anticipation of

their upcoming 50th anniversary, they will introduce a series of curated content, with further details to be announced later.

Full submission guidelines and the online portal will be available at **3:00 PM HKT, 7 May 2025**. For updates, please visit [HKIFF Industry](#) or [NOWNESS ASIA](#).

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## **The Hong Kong International Film Festival Society Limited**

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 HKIFF Industry Project Market. Another highlight is the Cine Fan Summer International Film Festival, 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](http://www.hkiff.org.hk)

## **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.

Its flagship event, the HKIFF Industry Project Market, takes place in March alongside the Hong Kong FILMART. The Project Market comprises the long-running Hong Kong - Asia Film Financing Forum (HAF), the HKIFF Industry - CAA China Genre Initiative (HCG), as well as the newly added animation section.

Other initiatives organised by the Industry Office include HAF Film Lab and HAF Goes to Cannes, as well as HKIFF Collection—its international sales, distribution, and co-production arm. The Asian Short Film Fund (ASFF), launched in collaboration with NOWNESS, is its latest effort in supporting short film production.

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

## **Meta Media Group**

Meta Media is a globally oriented, innovative international cultural communications group. At its core lies a commitment to transcendent cultural creativity, shaping a dynamic ecosystem that seamlessly integrates print media, digital media, the metaverse, artificial intelligence, and immersive physical experiences, a fusion of cutting-edge technology and high-engagement storytelling.

Meta Media has established a multidimensional communication matrix by weaving together brand communications, artistic innovation, and lifestyle media. The group pioneers new media frontiers through business innovation, integrated publishing, video production, offline exhibitions, and digital platforms, deeply embedding AI technology to drive the next wave of media evolution. In an era of

rapid transformation, we empower enterprises with highly creative, internationally driven premium content, leveraging a forward-thinking strategic vision to shape the future of cultural communication.

Official website: <https://www.metamediahldg.com/about>

## **NOWNESS**

NOWNESS is a global platform for creative culture, founded in 2010. It operates three offices worldwide: NOWNESS UK in London, NOWNESS China in Shanghai, and NOWNESS Asia in Hong Kong. To date, NOWNESS has cultivated a loyal audience across 38 countries and regions, amassing nearly 1.2 billion total views.

In 2019, NOWNESS China launched the NOWNESS Short Film Awards, focusing on short films and their broader cultural impact. Primarily centered on Chinese-language content, the program calls for short film submissions from Chinese-speaking creators worldwide each March. In late November, it hosts an offline exhibition in Shanghai.

This year, NOWNESS Asia, in collaboration with the Hong Kong International Film Festival Industry Office, introduced the Asian Short Film Fund (ASFF). Open to filmmakers across Asia, the fund welcomes short film proposals in any language and provides selected projects with financial and creative support.

Official website: <https://www.nowness.asia/>