

For immediate release

**HKIFF SOCIETY AND CAA CHINA
LAUNCH NEW GENRE INITIATIVE,
CALL FOR SUBMISSIONS**



Hong Kong, 31 August 2023 - The Hong Kong International Film Festival Society (HKIFF Society) and CAA China today announced a joint initiative to foster Chinese-language genre projects.

Entitled **HCG** - short for **HKIFF Industry - CAA China Genre Initiative**, the programme will showcase five shortlisted genre projects to an industry-wide audience during the 28th Hong Kong International Film & TV Market (FILMART) alongside the 22nd Hong Kong - Asia Film Financing Forum (HAF22), scheduled from 11 - 13 March 2024.

As part of the programme CAA China will fund cash US\$20,000 each to two handpicked projects to support their development, with customised guidance from mentors. CAA China may board the winning projects later by entering into script development agreements.

Submission for HGC will open **from 4 September to 31 October 2023** through HKIFF Industry's official website: <https://industry.hkiff.org.hk/>.

Jacob Wong, HKIFF Industry director, welcomes CAA China's participation and is confident that the new initiative will support the growth and development of Chinese language films, especially in the more edgy genre category.

"The collaboration with CAA China is a testament to our growing reputation and demonstrates our commitment to pushing boundaries in promoting exciting new projects," Mr Wong said. "It expands HKIFF Industry's strategic partnership base in Asia."

Mary Gu, CAA China's CEO, is equally upbeat as she affirms the company's commitment to nurturing fruitful relationships with emerging filmmakers and supporting them in realising their creative vision.

"We are witnessing the rise of a new generation of Chinese filmmakers who are the backbone of Chinese cinema," Ms Gu said. "By collaborating with HKIFF Society, our aim is to discover and support young filmmakers with industry awareness and mainstream expression. We want to facilitate their integration into the professional landscape while upholding due regard for the audience and the prevailing market trends."

Established in 2017 by China's CMC Capital Partners and Hollywood talent agency giant CAA, CAA China is one of China's leading entertainment and sports agencies. Operating in Beijing and Shanghai, it covers a diverse portfolio ranging from motion pictures, television, music, and sports to brand partnerships.

Among the many notable filmmakers that CAA China represents include director Layla Ji ("All These Years", "Victim(s)"), Li Fei ("The Gift", "Two Tigers"), Li Xiaofeng ("Back To The Wharf", "Ash"), and Zhang Mo ("Who's The Suspect", "Sniper"), writer Chen Ji ("The Long Season"), Li Wei ("Shadow"), and Zhou Yunhai ("Godspeed").

And HKIFF Industry-organised initiatives are no stranger to many of CAA China's filmmaking clients. Director Lei Lei ("Silver Bird and Rainbow Fish"), actor Xue Xuchun ("A New Old Play", "Silent Ghosts", and "The Wind Will Say"), cinematographer Robbin Feng ("A New Old Play"), film editor Liu Xinzhu ("The Cloud In Her Room"), and colourist Fu Shu ("All About ING" and "The Cloud In Her Room") are all recent HAF alumni.

HAF, HKIFF Industry's annual flagship event, is one of Asia's most successful platforms for co-production, helping established filmmakers seeking funding and distribution opportunities and emerging filmmakers looking to launch their careers. Renowned filmmakers, including Jia Zhangke, Kawase Naomi, Hamaguchi Ryusuke, Lav Diaz, Anthony Chen, and Apichatpong Weerasethakul, are regulars at HAF with their latest projects.

In 2021, HKIFF Society consolidated all its industry initiatives under the newly established HKIFF Industry, offering a comprehensive range of services to the filmmaking community, including the HAF Film Lab (a boot camp for young filmmakers), 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 - CAA China Genre Initiative is the most recent project market endeavour initiated by the Industry Office.**

The 6th HAF Film Lab, featuring eight Chinese-language projects, is underway until 1 September.

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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