

For Immediate Release

## **The Hong Kong - Asia Film Financing Forum Announces Operation Greenlight Projects and Additional Award Sponsors**

HONG KONG, 4 March 2019 – The 17th Hong Kong - Asia Film Financing Forum (HAF) today unveiled four projects shortlisted for this year’s **Operation Greenlight**, which will take place on 20 March 2019 at the Hong Kong Convention and Exhibition Centre.

Concurrently, HAF is pleased to confirm four more awards for this year, including three new ones, bringing the number of award categories to 15, with a combined value of HK\$2,100,000 (approx. US\$267,000) in cash and in kind.

Now in its 5<sup>th</sup> edition, Operation Greenlight is an initiative by Create Hong Kong (CreateHK) and the Film Development Council (FDC), in conjunction with the Hong Kong International Film Festival Society (HKIFFS) and HAF, to help talented young Hong Kong filmmakers to realize their projects.

Four projects selected from CreateHK and FDC’s First Feature Film Initiative will be presented during HAF in an open pitch session to an audience of industry professionals, including sales agents, distributors, producers, financiers, and festival programmers.

These young filmmakers will be offered advance advice and guidance by industry mentors on how to polish their presentations, and a dedicated Operation Greenlight team will assist them to schedule meetings with interested parties afterwards.

“Operation Greenlight is an important platform for emerging filmmakers to present their works to established industry professionals,” said Mr. Wellington FUNG, FDC Secretary-General. “Hong Kong has a long history of developing young local talent, many of whom have become internationally recognized filmmakers.”

### **This year’s shortlisted Operation Greenlight projects include:**

1. *A Pele Da Flor*: Director **CHOI Po-yu** draws from her own experience of battling depression in this drama about Hannah, a suicidal young woman, who befriends an older tattoo artist. “When I got my first tattoo, I went for a sun tattoo on my arm,” CHOI says. “It is the proof of my victory over depression in 2015. Hannah’s story, to a certain extent, is a reflection of my life.” Norman CHAN will produce this HK\$6.5 million (approx. US\$830,000) project.
2. *Unclaimed*: A story of forgiveness from director **Steve LAW** about a troubled journalist, Kuen, who is determined to learn the identity and life story of a man found dead in the sea. Immersing himself in the dead man’s story, Kuen eventually is able to get his life back on track. Film veterans CHAN Hing-kai and O Sing-pui will co-produce this HK\$10 million (approx. \$1.28 million) mystery-drama.
3. *Just for Lease*: Director **Yorkie KAM**’s thriller is set in a coffin home – a common living environment in Hong Kong where people are cramped into a tiny space. There, a group of

outcasts share the home in search of love and life, but at a cost too high to bear. Catherine KWAN serves as producer on the HK\$8 million (approx. US\$1 million) project.

4. *Leaves Fall in Spring*: **Riley LEUNG** directs this HK\$6 million (approx. US\$750,000) drama about a young taxi driver who spends the best years of his life looking for his roots, while missing out on life's many other opportunities, including love. The fear of losing prevents him from longing for anything meaningful. Dan IP produces.

A complete list of the selected Operation Greenlight projects can be found in the **Appendix**.

### Operation Greenlight - Hong Kong Young Filmmakers Pitch Session

Date: 20 March 2019 (Wednesday)

Time: 1:30 p.m. – 3:00 p.m.

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

Remarks: Registered badge holders of FILMART, HAF and Operation Greenlight are welcome to attend this event.

Register for a free One-Day Pass to attend Operation Greenlight 2019 at:

<https://www.haf.org.hk/operationgreenlight>

Guests are welcome to schedule meetings with Operation Greenlight projects. Please contact below for the arrangement:

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### New HAF Awards and Returning Sponsor

HAF is pleased to announce three more new awards this year. The **WIP Documentary Award**, presented by **CreateHK, FDC and HAF**, is to encourage and promote the development of documentaries. All WIP documentary projects are eligible to compete for the cash award, which has a value of HK\$78,000 (approx. US\$10,000).

The **KOFIC Award**, with a cash prize of HK\$100,000 (approx. US\$12,800), is presented by **the Korean Film Council (KOFIC)**, which is committed to the growth of the Asian film industry. The award is to recognize the outstanding potential of an Asian film project for its development.

The **Cinerent Award**, presented by **Cinerent Beijing Ltd.**, aims to support and encourage high-quality film projects. All HAF projects are eligible to compete for this award, with a value of RMB150,000 (approx. HK\$175,000). The winning project is required to shoot in Mainland China in order to entitle the benefits.

HAF also welcomes returning sponsor **Wanda Media** with the **Wanda Elite+ Plan Award**, with a cash value of HK\$100,000 (approx. US\$12,800). It is dedicated to discovering and cultivating new film talents for the Chinese film market with the advantages of Wanda's integrated industry chain.

### **Guest and Media Accreditation for HAF**

Investors, financiers and other film-industry guests are now able to register for HAF at <https://www.haf.org.hk/guest.php> and schedule individual meetings with filmmakers to discuss their projects. Guests will be given access to HAF, in addition to joining official networking events, screenings, seminars or other activities.

Registration details for the event among members of the media can be found here:

<http://www.hkiff.org.hk/society/#/media1Clone>

For more information about HAF, please visit the official website at <http://www.haf.org.hk/> and the HAF Facebook page at <https://www.facebook.com/hafhkiffs/>.

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### **About Hong Kong - Asia Film Financing Forum (HAF)**

The Hong Kong - Asia Film Financing Forum (HAF) is widely recognized as an established film financing platform in Asia. HAF brings Asian filmmakers with upcoming film projects to Hong Kong for co-production ventures with top film financiers, producers, bankers, distributors and buyers. Attracting more than 1,000 filmmakers and financiers from at least 35 countries and regions, around 25 to 30 projects are selected annually to participate in the three-day event. HAF has the added advantage of being held in conjunction with Hong Kong Filmart, Asia's largest film market which attracts over 8,000 professionals.

HAF has partnered with international organisations to provide a range of opportunities to participants. Partners include iQIYI (China), Fox International Productions (Greater China) (US), Cinemart (the Netherlands), Asian Project Market (South Korea), Golden Horse Film Project Promotion (Taiwan), New Cinema Network (Italy) and others. Cash and in-kind awards to the value of around US\$150,000 are made with support from Create Hong Kong and Film Development Fund among others. Past participants include China's JIA Jiangke, JIANG Wen, LU Chuan and NING Hao; Hong Kong's Peter CHAN, Stanley KWAN, Ann HUI, Fruit CHAN and PANG Ho-cheung; Taiwan's TSAI Ming-Liang, WEI Te-Sheng, CHUNG Mong-Hong and Leon DAI; Japan's KORE-EDA Hirokazu, KUROSAWA Kiyoshi, KAWASE Naomi and IWAI Shunji; South Korea's PARK Chan-wook, KIM Jee-woon, BONG Joon-ho and IM Sang-soo; as well as Thailand's Apichatpong WEERASETHAKUL, Ekachai UEKRONGTHAM, Nonzee NIMIBUTR and Pen-ek RATANARUANG.

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

The Hong Kong International Film Festival Society Limited (HKIFFS/Society) is a charitable, non-profit and non-governmental organisation dedicated to the discovery and promotion of creativity in the art and culture of film.

The Society is committed to making world cinema accessible and affordable to the public. It organizes the annual flagship the Hong Kong International Film Festival (HKIFF) and the Hong Kong - Asia Film Financing Forum (HAF) in March and April. Another annual highlight is the Summer International Film Festival (SummerIFF) held every August. The repertory HKIFF Cine Fan Programme was launched in April 2013 with the aim to enrich and deepen the experience of Hong Kong moviegoers through a monthly programme of contemporary, retrospective and thematic showcases.

Through its annual programmes, the Society promotes international appreciation of Asian, Hong Kong and Chinese film culture; introduces world cinema to Hong Kong audiences; and continues to underline Hong Kong's key position in the international film community.

HKIFFS's dedication to quality and intelligent programming, its devotion to the discovery of new areas of filmmaking in Asia and China, its exceptional work for Hong Kong cinema, seminars and acclaimed publications, gives it a unique and respected international reputation that helps promote Hong Kong cinema at home and abroad.

## Appendix 附件

### Four Shortlisted Projects for Operation Greenlight 2019

### 2019 年度「綠燈行動」四部入選電影計劃

#### 1. A Pele Da Flor 花之膚

Hong Kong 香港

Director 導演：CHOI Po-yu 蔡寶如  
Producer 監製：Norman CHAN 陳學人

Logline: Hannah, depressed and suicidal, befriends Chi-qing, a free-spirited tattooist. Ink seems to be able to heal the two abandoned souls' scars.

故事簡介：因抑鬱而想自殺的森遇上不被束縛的紋身師傅赤青，兩個與世界失去連結的靈魂，藉紋身療傷的故事。

#### 2. Unclaimed 無人認領

Hong Kong 香港

Director 導演：Steve LAW 羅嘉駿  
Producers 監製：CHAN Hing-kai 陳慶嘉, O Sing-pui 柯星沛

Logline: Spot news journalist, Kuen, is determined to unravel the story of an unclaimed body found in the sea despite his own life struggles.

故事簡介：一名面對生活困境的突發記者奉命採訪一宗海上浮屍案，遺體無人認領。他決意為死者尋找親人領回遺體，調查下揭露死者被遺忘的一生。

#### 3. Just For Lease 純粹租房

Hong Kong 香港

Director 導演：Yorkie KAM 金若麒  
Producer 監製：Catherine KWAN 管東鈔

Logline: A group of outcasts share a tiny coffin home in search of love and life, but at a cost too high to bear.

故事簡介：社會邊緣的小人物，聚在劏房裏一同生活，一同尋找愛，卻為了建立家庭，背上了罪，代價無法承受。

#### 4. Leaves Fall In Spring 傷春

Hong Kong 香港

Director 導演：Riley LEUNG 梁浩倫  
Producer 監製：Dan IP 葉曉丹

Logline: One day, Kei, a young and free-spirited taxi driver, meets Yue, a girl who has just moved to Hong Kong from Beijing. Upon becoming the chauffeur of Yue's wealthy family, he is greatly welcomed in the family. Later, the family decides to withdraw their business from Hong Kong. As Kei prepares to return to his old life, Yue tells him the whereabouts of his missing father.

故事簡介：年青的士司機阿基一生孤獨自由，看似毫無目標。一天他遇上內地富二代少女樊悅，偶然成為她的家庭司機，重拾久違的家庭溫暖。後來，樊氏決定將公司撤回內地。在阿基準備躲回「籠裏」之際，樊悅提供了他一直追尋的父親的線索……