

For immediate release

## HAF GOES VIRTUAL WITH NEW DATES

**18 June 2020 (Hong Kong)** – The Hong Kong International Film Festival Society announces today that the 18<sup>th</sup> Hong Kong - Asia Film Financing Forum (HAF) will go virtual and to take place from 26 to 28 August this year.

The revamped HAF will run concurrently with FILMART Online, the virtual edition of the 24<sup>th</sup> Hong Kong International Film & TV Market (FILMART) launched today by the Hong Kong Trade Development Council. Both HAF and FILMART were postponed from March this year following the global outbreak of the COVID-19 pandemic.

HAF Director **Jacob WONG** said the Society had considered all options before deciding to take HAF online.

“Travel restrictions and quarantine requirements imposed by many countries have made it impossible for HAF to provide a physical platform for participants to meet and discuss their projects this year,” said **Mr WONG**. “Under such circumstances, going virtual is an appropriate way forward as the safety and well-being of our guests and filmmakers are of utmost importance.”

**WONG** said HAF would partner with FILMART Online to facilitate virtual meetings for filmmakers of the selected projects and will announce details of the arrangement as soon as practicable.

The Society has previously shortlisted 32 projects for this year’s HAF, including projects from 11 first-time directors, and will announce an additional 22 work-in-progress projects (WIP) shortly.

**Online guest registration through [www.haf.org.hk/guest.php](http://www.haf.org.hk/guest.php) is now open until 17 August.** Once accredited, guests will be able to schedule online meetings with filmmakers.

For more information about HAF, please visit the official website at [www.haf.org.hk](http://www.haf.org.hk) and the HAF Facebook page at [www.facebook.com/hafhkiffs](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 one of the region's most recognised film financing platforms. Since its inception in 2000, HAF annually brings Asian filmmakers to Hong Kong for co-production ventures with financiers, producers, bankers, distributors and buyers. In 2019, HAF17 attracted more than 1,000 filmmakers and industry professionals from 40 countries and regions to participate in the three-day event which featured 23 HAF Projects and 19 WIP Projects. HAF has the added advantage of being held in conjunction with Hong Kong FILMART, Asia's largest film market which regularly attracts over 8,000 professionals.

Over the years, HAF has partnered with many regional and international organisations to provide a range of opportunities to participants. Past and current partners include iQIYI (China), Fox International Productions (Greater China) (US), Cinemart (the Netherlands), Asian Project Market (South Korea), Golden Horse Film Project Promotion (Taiwan), and MIA (Italy). With the support of, among others, the Hong Kong SAR Government's Create Hong Kong and Hong Kong Film Development Fund, HAF has made cash and in-kind awards available to participating filmmakers each year. Notable past HAF participants include China's JIA Zhangke, 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.

Official website: [www.haf.org.hk](http://www.haf.org.hk)

### **About The Hong Kong International Film Festival Society Limited (HKIFFS)**

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. It organises 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 Cine Fan Summer International Film Festival (SummerIFF) held every August. The repertory HKIFF Cine Fan Programme was launched in April 2013 to enrich and deepen the experience of Hong Kong moviegoers through a monthly programme of contemporary, retrospective and thematic showcases. Film Industry Services Office (FIS) was also set up in 2017 to promote the development of non-mainstream film industry through co-production and providing support on festival strategies and overseas distribution (HKIFF Collection).

Official website: [www.hkiff.org.hk](http://www.hkiff.org.hk)