

For immediate release

HKIFFS STREAMLINES INDUSTRY INITIATIVES, CALLS FOR HAF SUBMISSIONS

Hong Kong, 31 August 2021 – The Hong Kong International Film Festival Society (HKIFFS) has streamlined its industry initiatives in preparation for the return of a conventional, physical 20th edition of the *Hong Kong - Asia Film Financing Forum* (HAF20) in 2022.

Today's announcement coincides with the opening of project submissions for HAF20, scheduled from 14 to 16 March 2022, in conjunction with the 26th Hong Kong International Film & TV Market (FILMART).

Central to these measures is the formation of HKIFF Industry, a new umbrella section to oversee and coordinate HKIFFS's various industry initiatives, including the annual flagship **HAF** (the *In-Development* (IDP) and *Work-in-Progress* (WIP) programmes), **HAF Goes to Cannes**, **HAF Film Lab**, **HKIFF Collection**, and the facilitation of **third-party co-productions**. Jacob WONG, previously HAF Director, has assumed the role of Director, HKIFF Industry.

“Through HKIFF Industry, we aim to provide more efficient and coordinated support across our platforms to help independent filmmakers oversee the creative evolution and life cycle of their projects, covering every aspect from financing to promotion,” Wong said.

“In addition to HAF's main programme for in-development projects, we have extended our support to early-stage projects in recent years through *Film Lab* and *WIP* for in-progress projects seeking post-production and completion funding. Selected WIP projects could gain international exposure through *HAF Goes to Cannes*. With *HKIFF Collection* and third-party co-productions, we aim to offer distribution and festival placement strategy to emerging filmmakers, as well as bringing more high-quality contents to the audience.”

Wong acknowledged that the global COVID-19 pandemic presented an enormous challenge and accelerated the need to re-calibrate and optimise HKIFFS's various industry initiatives. Due to budget constraints and the need for better resource management, HAF20 will only cover feature-length fictional in-development and work-in-progress projects.

“We will accept in-development fictional projects from today (31 August) until 1 November and in-progress fictional projects from 2 November to 20 December,” Wong said. “Despite the disruption caused by the pandemic to the global film community, we are confident in upholding the high standards of our industry initiatives.”

HAF has become one of the region's most significant film financing and project-matching platforms since its inception in 2000 and an integral part of HKIFFS's annual activities since 2007. Because of restrictions on international travelling resulting from the pandemic, however, HKIFFS had moved all its industry-related events online since 2019, including the last two editions of HAF.

HAF has built a solid reputation for unearthing many notable projects. Recent alumni such as HAN Shuai's *Summer Blur*, ZHAO Liang's *I'm So Sorry*, Edwin's *Vengeance Is Mine, All Others Pay Cash*, and QIU Jiongjiong's *A New Old Play* have featured prominently in Berlin, Cannes, and Locarno this year, winning many accolades and awards.

For more information, please visit www.haf.org.hk.

To download information

FTP: <ftp://hkiff.mtel.ws>
Log In: Press
Password: HK1FFPress
Folder: HKIFF Industry/20210831_HKIFFS Streamlines Industry Initiatives

- The End -

Media Enquiry

HKIFF Industry

Lizzie ZHANG

Tel: +852-2102-7359 | 55453639

Email: lizzie_zhang@hkiff.org.hk

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's art and culture. It organises the annual 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 (Summer IFF) 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 restructures its film industry services and set up HKIFF Industry to promote and support non-mainstream film industry

 香港國際電影節協會
HK International Film Festival Society

 電影業
HK INDUSTRY 辦公室

development through co-production and festival strategies and overseas distribution (HKIFF Collection).

Official website: www.hkiff.org.hk