

Bangkok ETO promotes Hong Kong films in Thailand (with photos)

â€‹The Hong Kong Economic and Trade Office in Bangkok (Bangkok ETO) collaborated with the Asian Film Awards Academy (AFAA) to launch the Hong Kong Film Gala Presentation in Bangkok, Thailand, today (August 16).

Supported by the Cultural and Creative Industries Development Agency, the Film Development Fund and the Bangkok ETO, the AFAA organised the film gala to screen nine selected Hong Kong films and host a film-related exhibition to promote Hong Kong films in Thailand.

Speaking at the opening ceremony of the film gala, the Acting Director of the Bangkok ETO, Mr Jason Chow, highlighted the significance of the event as a platform to showcase the creativity and talent of Hong Kong filmmakers.

Noting that this is the second consecutive year the film gala has been held in Bangkok, following its successful debut as part of Hong Kong Week 2023@Bangkok last year, Mr Chow also emphasised the event's role as a valuable platform for professional exchanges between filmmakers in Hong Kong and Thailand.

Mr Chow underscored the strong commitment of the Hong Kong Special Administrative Region Government to fostering the development of culture and arts. He said, "Since 2005, we have injected about US\$400 million into the Film Development Fund. This substantial investment underscores our commitment to nurturing the talent and creativity of our filmmakers."

Mr Chow also introduced the latest Hong Kong-Europe-Asian Film Collaboration Funding Scheme, which subsidises film projects co-produced by filmmakers from Hong Kong and European and Asian countries to help promising Hong Kong filmmakers broaden their cultural horizons and enable more Hong Kong films to go global. The Scheme is open for application until November 22, 2024.

"We will continue to provide steadfast support to our film industry. I am delighted to see Hong Kong filmmakers and artists actively exploring the Thailand market, and I hope these increasing interactions will lead to new collaborations and the sharing of creative ideas, further enriching the film industries in both Hong Kong and Thailand," he added.

Also officiating at the opening reception were the Deputy Permanent Secretary of the Ministry of Culture of Thailand, Mrs Yuthika Isarangkura, and the Managing Director of House Samyan, Ms Chomsajee Techaratanaprasert.

As part of the film event, the "Dynamic Cityscapes of Hong Kong Films Exhibition" will be held at Samyan Mitrtown in Bangkok from August 16 to 25 with free admission. The exhibition showcases Hong Kong's diverse cityscapes by recreating memorable scenes from selected films, along with iconic sights

from the city.

For more information of the film gala, please visit:
www.afa-academy.com/20240809_en.

