

# Cultural and Creative Industries Development Agency and Hong Kong Film Development Council lead industry delegation to participate in 78th Cannes Film Festival in France (with photos)

The Cultural and Creative Industries Development Agency (CCIDA) under the Culture, Sports and Tourism Bureau and the Hong Kong Film Development Council (FDC) led an industry delegation to participate in the 78th Cannes Film Festival in France. Themed "Hong Kong Cinema @ Cannes 2025", the CCIDA and the FDC collaborated with the Hong Kong Trade Development Council to set up the Hong Kong Pavilion at the festival's film market and organised a series of activities to increase overseas exposure for Hong Kong film talents, supporting them to explore overseas film markets and collaboration opportunities. Members of the delegation included Assistant Commissioner for Cultural and Creative Industries and Secretary-General of the FDC, Mr Gary Mak; the Chairman of the FDC, Dr Wilfred Wong; the director, producer cum script-writer Juno Mak, actors Tony Leung and Louis Koo of the film "Sons of the Neon Night", as well as Hong Kong producers Polly Yeung, Ronan Wong, Eric Lim, Samuel Choy and Debbie Lam.

The opening ceremony of the Hong Kong Pavilion at the Cannes Film Market was held on May 15 (Cannes time). In his speech, Mr Gary Mak expressed hope that through the array of promotional events organised during the festival, the CCIDA and the FDC could join hands with the Hong Kong film industry to promote the brand name of Hong Kong films to industry professionals and audiences around the world, so that the strength and charisma of Hong Kong films could shine on the international stage, and more opportunities for exchange with international counterparts could be seized. He also congratulated the Hong Kong film "Sons of the Neon Night" for being selected for the festival's "Midnight Screenings" section and was screened on the early morning of May 16 (Cannes time). After "Twilight of the Warriors: Walled In" was selected for the "Midnight Screenings" section last year, another Hong Kong film was chosen this year, which gives a boost to the brand name of Hong Kong films.

During the festival, the CCIDA and the FDC organised a series of networking and cultural exchange activities to foster exchange and collaboration with international counterparts. Among these events, the "Hong Kong Night" networking reception was held on May 17 (Cannes time), which attracted over 800 film industry representatives and filmmakers from around the world.

Other activities organised by the CCIDA and the FDC during the festival

included seminars featuring filmmaker speakers from Europe, Asia and Hong Kong, as well as business matching sessions arranged for five Hong Kong producers to connect with their counterparts from Italy, Japan, Thailand, Korea, and France, facilitating exchange and collaboration between Hong Kong producers and their counterparts around the world. The Hong Kong producers were also subsidised to join the official Producers Network of the film market and participated in meetings, seminars and networking events, etc, deepening exchanges between filmmakers from Hong Kong and overseas as well as exploring more co-operation opportunities.

During the festival, Mr Gary Mak and Dr Wong had meetings with film organisations, representatives from film festivals and filmmakers from around the world, including the Centre national du cinéma et de l'image animée of France, UNIJAPAN, Korean Film Council, Venice International Film Festival, Toronto International Film Festival, German Federal Film Board, Annecy International Animation Film Festival, and the British Film Institute, etc, with an aim to strengthen international connections and explore overseas markets together with the film industry, bringing more outstanding Hong Kong films to audiences worldwide.



