

Cultural and Creative Industries Development Agency and Hong Kong Film Development Council lead industry delegation to participate in Shanghai International Film Festival (with photos)

â€‹The Cultural and Creative Industries Development Agency (CCIDA) of the Culture, Sports and Tourism Bureau and the Hong Kong Film Development Council (FDC) led an industry delegation to attend the 27th Shanghai International Film Festival (SIFF). Through participating in a major film festival on the Mainland and organising project pitching sessions and screening events, Hong Kong films and emerging filmmakers could be promoted, increasing their exposure in the Mainland market and exploring development opportunities. The delegation included Assistant Commissioner for Cultural and Creative Industries and the Secretary-General of the FDC, Mr Gary Mak; directors Oliver Chan and Robin Lee; actors Hedwig Tam and Lo Chun-Yip; as well as Hong Kong directors Anselm Chan, Lawrence Kan, Mandrew Kwan, Paul Sze and Sunny Yip, and Hong Kong producers Lawrence Lau, Samuel Choy and Cora Yim, who attended the pitching sessions. The strong lineup showcased the strength and new blood of the Hong Kong film industry.

In his speech at the Hong Kong New Power Project Showcase Project Pitching Session of the SIFFORUM today (June 18), Mr Mak said that the Hong Kong Special Administrative Region Government (HKSARG) has always been committed to fostering development of Hong Kong's film industry by supporting film productions and nurturing talent through various funding schemes, encouraging new filmmakers to create high-quality works and explore further and broader markets. In organising this project pitching session, the HKSARG hopes to enhance the visibility of Hong Kong's emerging filmmakers and foster investment partnerships, joining forces on all fronts to drive the high-quality development of Hong Kong and Mainland film industries.

To provide a platform to showcase upcoming Hong Kong film projects in development or production, and facilitate co-operation and investment, five new film projects were presented at the Hong Kong New Power Project Showcase Project Pitching Session, namely "The Marriage Drive", "Open Fire", "Altarage", "Prison of Love" and "The Excreman – On the Road", with project teams sharing their creative ideas and market potential of their projects with investors and filmmakers in attendance. Special guest mentors, including the Chief Executive Officer of Bona Film Group Co Ltd, Mr Jiang Defu; Senior Vice President of iQiyi Pictures, Mr Ya Ning; and director Anselm Chan were also invited to give professional advice to the project teams.

The CCIDA and the FDC also organised the Making Waves – Navigators of Hong Kong Cinema film programme, presenting seven Hong Kong films at the SIFF, including "Montages of a Modern Motherhood", "An Abandoned Team", "Four Trails" and the restored edition of four classics "Father and Son", "Shanghai Blues", "The System" and "PTU". Director Oliver Chan, actors Tam and Lo of "Montages of a Modern Motherhood", and director Robin Lee of "Four Trails" participated in the post-screening discussions of their films.

