Hong Kong International Film & TV Market (FILMART)
19-22 March 2018
Fair Report

Hong Kong FILMART – Asia’s Largest Entertainment Market

The Hong Kong International Film & TV Market (FILMART) is the annual entertainment market organised by the Hong Kong Trade Development Council (HKTDC). The 22nd edition was held from 19-22 March 2018 at the Hong Kong Convention and Exhibition Centre.

FILMART has poised itself as the premium marketplace for cross-media and cross-industry platform for the entertainment business. The long-standing exhibition covers various aspects along the value chain which includes distribution, production, post-production, TV, documentary, digital entertainment, film financing, film & broadcasting equipment and also location shooting services.

Bigger Growth and Higher Internationality

FILMART’s international flavour was well reflected in the fair figures:

- **854 exhibitors** from **37 countries and regions**
- A total number of **36 group pavilions** from 18 countries and regions
- **Strong Chinese presence** with 260 exhibitors including **new pavilions from Sichuan and Chongqing**. Some big names included CCTV, Huace and iQiyi
- Other returning pavilions from around the world:
  - **Asia**: Cambodia, India, Japan, Korea, Malaysia, the Philippines, Singapore, Taiwan and Vietnam
  - **Europe**: EU, France, Russia, United Kingdom
  - **US and Canada**
- New participation from **Colombia, Finland and Nigeria**
- **Over 8,700 visitors** from **52 countries and regions** attended the market
- Substantial growth in no. of visitors was recorded in Asian countries and regions including Chinese mainland, India, Korea and Singapore
Springboard to the Lucrative Chinese Mainland Market

Located in Hong Kong, FILMART serves as a bridge between the East and the West. As the springboard to success, FILMART provides an excellent platform for industry players to tap on the gigantic market of the Chinese mainland.

On the other hand, our platform also serves as the place for Chinese filmmakers, televisioners and animation industry players to promote their productions to buyers from both mature and emerging markets, especially from Asia.

This year, we were very proud to have 260 Chinese exhibitors, with new group pavilions from Sichuan and Chongqing, and repeated participation from our partners such as China International TV Corporation (CCTV), National Foreign Culture Trade Base, China Film Promotion International, Capital Radio & TV Program Producers Association and also group pavilions from Guangdong, Hangzhou, Hunan, Fujian, Ningbo, Sichuan and Shandong.
Thematic Features to Create Synergy Across the Industry

FILMART features a one-stop-shop concept to host various elements of the industry under one roof. Apart from film production and distribution, we have a significant portion of exhibitors with businesses related to TV, digital entertainment and documentary.

There are a number of thematic features at FILMART 2018 to cope with the growing demand, including:

TV WORLD

TV has been a significant sector of FILMART. Jointly organised by the HKTDC and the Hong Kong Televisioners Association, we take pride for having FILMART as the prime trading platform for the TV industry. With its success in its debut in 2007, **TV World took over 370 exhibiting companies** with TV-related businesses in 2018.

In addition to substantial presence of the TV sector, TV World 2018 International Forum was also organised to explore business opportunities for TV industry players.

Participated TV stations included leading players such as CCTV (Chinese mainland), TVBI (Hong Kong), PCCW Media Ltd. (Hong Kong), NHK (Japan), Fuji TV (Japan), TBS (Japan), KBS (Korea), MBC (Korea), SBS (Korea), MediaCorp (Singapore), CTI TV(Taiwan), Eastern Broadcasting Co Ltd (Taiwan), MNC (Indonesia), ABS-CBN (Philippines), Vietnam Television(Vietnam), Caracol Television (Colombia), TVP (Poland), Kanal D (Turkey) and many more.

The highly acclaimed **Digital Entertainment World** returned with remarkable results. There were over **290 exhibitors** from Australia, Cambodia, Canada, Chinese mainland, Colombia, Hong Kong, France, India, Japan, South Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand, Ukraine, UK and USA specialising in animation, digital effect, computer graphic, digital post-production and digital marketing.

To facilitate industry’s development and foster business opportunities, various activities regarding the digital entertainment industry were organised, including the Digital Entertainment Summit and the Animation Conference, to discuss the latest industry opportunities.
The inaugural Doc World featured over 210 exhibitors from around the world including Canada, Chinese mainland, France, Hong Kong, Italy, Japan, Korea and Taiwan, which provided a perfect platform for the potential buyers to source documentary content under one roof.

To further highlight the theme and provide networking opportunities to the industry players, a thematic seminar and screenings were also held during FILMART.

The Global Filming Support zone served as a brand new platform in 2018 for participants to promote and explore filming incentives, locations and services. It was joined by 14 exhibitors from eight countries and regions including US, Finland, Spain and Taiwan. Unique spots and exclusive incentives and offers, including but not limited to tax rebate, insurance, allowance and talent support were featured in the area.
Thematic Conferences and Countless Special Events

14 thematic conferences attended by over 3,000 attendees.

Film:
- Filmmaker Spotlight - Session 1 (Kang Hye Jung, Producer of "The Battleship Island")
- Filmmaker Spotlight - Session 2 (David Kosse, President of STX International)
- Sharing with Young Filmmakers
- Dream Factory in Bay Area
- Innovating the Intellectual Property of Hong Kong Movie
- Young Directors Open Up a New Future for Movies

TV:
- Navigating the Chinese TV Market
- Japan Seminar - TV Production, Distribution and Location Shooting
- TV World 2018 International Forum: Television and new media: Competitors? Or complement each other?

Digital Entertainment and Animation:
- VR/AR: What Will This Change the Animation Industry
- Digital Entertainment Summit 2018
- The 11th Asian VFX and Digital Cinema Summit 2018
- Content Without Borders: the new landscape of digital production and distribution

Documentary
- Documentaries: From Local to Global

Moreover, over 60 networking events, awards presentation and various exhibitors-led press conferences were held to render participants extra networking opportunities. All these events allowed both exhibitors and visitors to mingle during the busy schedule at FILMART.
Over **300 screenings and over 100 World & International Premieres** were launched at FILMART’s Market Screenings which took place at onsite venues in HKCEC and Hong Kong Art Centre’s Cinema. These screenings covered a wide range of genres from around the globe.

**HKIFF Industry Screenings @ FILMART (HIS)**

HKTDC continued to collaborate with the Hong Kong International Film Festival Society (HKIFFS) this year to stage the HKIFF Industry Screenings (HIS) at FILMART.

HIS, as a special screening feature at FILMART, brought new energy to the market by featuring the latest distinguished productions from Asia. This year, **31 films** were screened, inspiring attendees with an appetite of Asian movies, such as “Omotenashi” from Japan, “Distinction” from Hong Kong and “Grass” from South Korea.

**Concurrent Event**

**HAF**, organised by the Hong Kong International Film Festival Society (HKIFFS) and co-organised by HKTDC and the Hong Kong Motion Picture Industry Association (MPIA), serves as a match-making platform for the film industry, helping commercially viable and promising film projects in Hong Kong and Asia locate financial and business support through co-productions or joint ventures.

Throughout the years, HAF has become one of the leading film-financing hubs in Asia held concurrently with FILMART. This year, over **1,000 guests** registered with HAF over the three days. **Over 900 private business meetings and individual media interviews** were arranged between financiers, industry delegates, media and filmmakers of the **35 selected film projects**; among which **25 of them (HAF Projects)** were projects in the early stage of development that were looking for financing and production partners and **10 of them (WIP Projects)** were projects in the later stage of development that were seeking post-production funds and sales agents.
Statistically Proven Popularity

Over its twentieth-year of history, FILMART has grown from strength to strength, which is well reflected in its exhibitor and visitor numbers. Together with other concurrent events, FILMART continues to serve as the industry’s premier trading platform and Asia’s largest entertainment market.

The 23rd edition of FILMART will be held from

**18-21 March 2019**

at the Hong Kong Convention and Exhibition Centre.

Save the date now!

**Statistical Data:**

- **Exhibitors**

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<th>Origin of Countries / Regions</th>
<th>No. of Exhibitors</th>
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<td>Overseas</td>
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  |                               | *From 37 countries and regions*

- **Visitors**

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<td><strong>Total</strong></td>
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  |                               | *From 52 countries and regions*