



**Asia's largest
entertainment
market**

亞洲最大影視展



**Hong Kong International
Film & TV Market (FILMART)**

香港國際影視展

23-26/3/2015

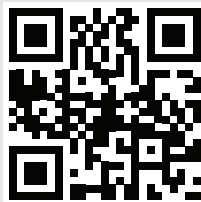
Hong Kong Convention and Exhibition Centre

香港會議展覽中心

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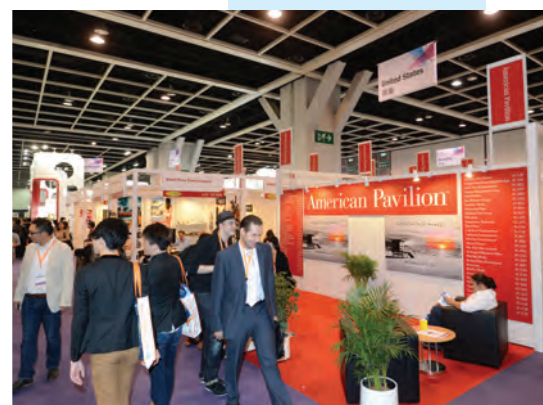
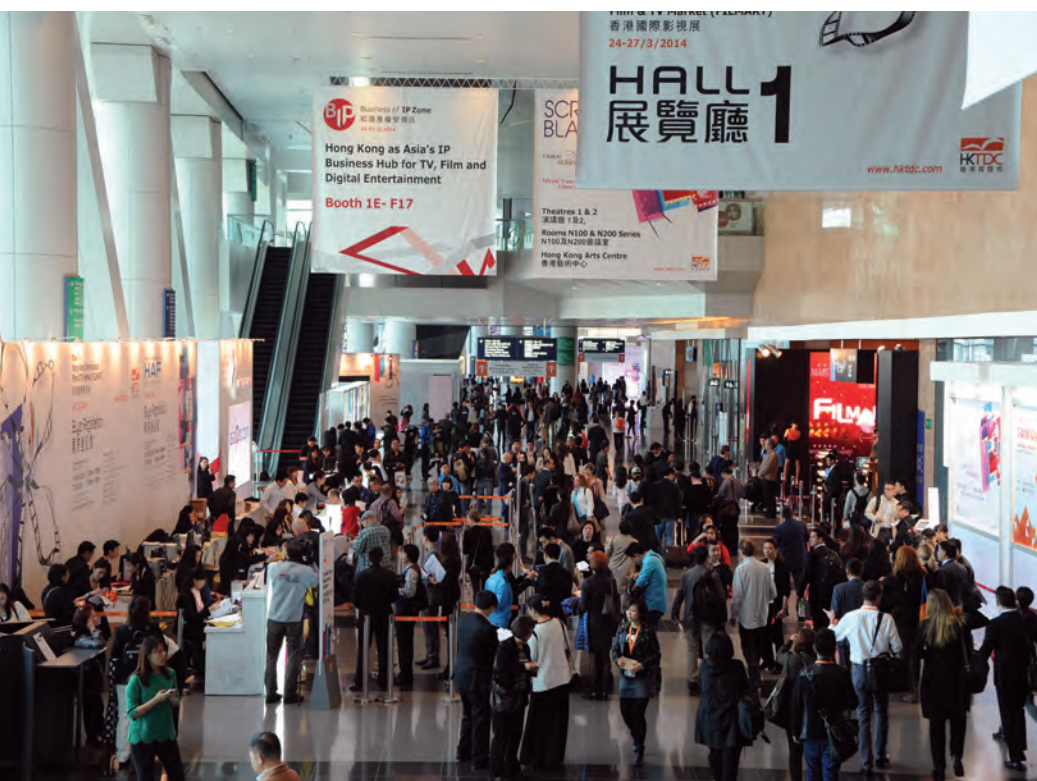
Showcasing Hong Kong Services
展現香港 服務業獨特優勢

Asia's Largest Entertainment Market 亞洲最大影視展

FILMART is the largest marketplace in Asia for the entertainment industry. The 18th edition in March 2014 attracted more than 770 exhibitors from 32 countries and regions and over 6,700 visitors from more than 50 countries and regions. Internationally renowned producers, distributors, investors and professionals use FILMART to launch promotions, network with key industry players and negotiate deals.

「香港國際影視展」(FILMART) 是亞洲最大的影視作品交易市場。第18屆影視展於2014年3月圓滿結束，超過770家來自32個國家及地區的公司參展；而參觀人士亦超過6,700名，來自逾50個國家及地區。影視展吸引來自世界不同地方的著名製片人、發行商、投資者及業界代表踴躍參與，透過此平台進行全方位的宣傳推廣，藉以擴闊人脈網絡、洽談交易。

Highlights of FILMART 2014 2014年展覽特色



More than 770 exhibitors from 32 countries and regions

Exhibitor Profile 參展商地區分佈

- Americas 美洲
- Asia 亞洲
- Chinese mainland 中國內地
- Europe 歐洲
- Hong Kong 香港
- Other regions 其他國家/地區

More than 6,700 visitors from 50-plus countries and regions

Nature of Business 業務性質

- Cinema Operator 電影院營運商
- Digital Entertainment 數碼娛樂
- Film Financing / Film Funds 電影融資/電影基金
- Licensing 專利授權
- Marketing & Public Relations 市場策劃及公共關係
- Post-production 後期製作
- Producing & Distribution 製片及發行商
- Sales 銷售代理

Thematic Features

主題項目

FILMART is a significant cross-media, cross-industry entertainment trade platform in Asia, featuring a full spectrum of related services as well as film trading and networking activities.

TV WORLD 電視世界

One-stop trade platform for TV professionals, with over 360 exhibiting companies
電視業界的一站式貿易平台，超過360家參展公司

ANIMATION & 香港動畫及數碼娛樂館 DIGITAL ENTERTAINMENT WORLD

More than 170 exhibitors specialising in animation, digital post-production, video games and edutainment software
超過170家參展商，從事動畫、數碼後期製作、電子遊戲、教育與娛樂軟件等

LOCATIONS WORLD 外景拍攝專區

A platform for promoting benefits and incentives of filming at various prime shooting locations

推廣外景拍攝場地，並作為宣傳鼓勵拍攝之政策、支援措施的平台



EQUIPMENT & 影視器材及後期製作服務世界 POST-PRODUCTION SERVICES WORLD

To facilitate the sourcing of post-production services and broadcasting equipment and give visitors a hands-on experience

展示各種影視器材產品及後期製作服務，讓參觀人士能現場體驗

SHORT FILM CAFE 微電影專區

A thematic zone spotlighting and presenting short films and microfilms

設置專區，播放多部微電影及短片作品

International Conferences

研討會

A series of thematic conferences with renowned industry players sharing their insights on such topical issues as TV reality shows, new opportunities for Asia's film industry and the latest in digital entertainment

研討會匯聚業界知名人士，分享對熱門專題的獨到見解，例如：探討亞洲實況電視節目、亞洲電影業新世代及數碼娛樂業之發展趨勢

Screenings & Special Events

放映會及特備活動

More than 400 screenings, including around 80 world and international premieres. Numerous networking events, award presentations and press conferences offer high quality networking opportunities

超過400場試映會，當中包括80場首映。多個交流活動、頒獎禮及記者會，提供交流機會



Why FILMART?

為何要參與香港國際影視展

- Asia's largest film & TV market in terms of exhibitor numbers
- A significant cross-media, cross-industry one-stop entertainment trade platform
- An international market attracting more than 6,700 visitors from 50 countries and regions
- Strong China presence with more than 150 Chinese exhibitors
- 95% of exhibitors achieved their business and networking objectives
- 按參展商數目計算，是亞洲最大的影視作品交易市場
- 跨媒體、跨業界的一站式影視娛樂貿易平台
- 國際貿易平台，吸引超過6,700名來自50個國家及地區的參觀人士出席
- 超過150家來自中國內地的參展商
- 95%參展商在影視展成功達成合作協議或認識了新的商貿夥伴

Concurrent Events

同期活動

Concurrent events alongside FILMART commencing in March every year include:
每年三月與「影視展」同時舉行的電影盛事還包括：

The Hong Kong International Film Festival (HKIFF) 「香港國際電影節」*
www.hkiff.org.hk

The Hong Kong — Asia Film Financing Forum (HAF) 「香港亞洲電影投資會」*
www.haf.org.hk

The Asian VFX and Digital Cinema Summit 「數字電影效果高峰論壇」*
www.amp4.com.hk

Digital Entertainment Summit 「數碼娛樂論壇」*
www.hktdc.com/hkfilmart/des

* For more information, please visit the official website

* 欲了解更多詳情，請瀏覽主辦單位官方網站

What the professionals say about FILMART 「影視展」與會者的意見

France 法國

Marie Soufflot

Imaginove (Exhibitor 參展商)

FILMART is one of the best trade shows in Asia, gathering the major investors countries in the film and media industry. FILMART is the place to meet the decision-makers and to make business. I will certainly return to the show and recommend to others.

「香港國際影視展」是亞洲最佳的貿易展覽之一，匯聚電影和媒體行業的主要投資國家。香港國際影視展是結識企業決策者和達成交易的地方。我一定會再度參展和推薦給他人。

The United States 美國

Gary Hamilton

Arc Lights Films (Exhibitor 參展商)

FILMART is the gateway to the Asian market which is the most important growing market in the world; not just China but other places too such as Korea, Malaysia and Indonesia. Here you can meet buyers from all over the world, not only Asia but also people from Europe and America as well.

亞洲是世界最重要的高增長市場，而「香港國際影視展」正是通往亞洲市場的台階，不只中國，還包括南韓、馬來西亞和印尼等地區。這個平台並可讓你接觸來自世界各地的買家，除了亞洲之外，還有歐洲與美國的買家。

Russia 俄羅斯

Diana Yurina

Wizart Animation (Exhibitor 參展商)

FILMART is one of the most important platforms for the Asian market. I have been to other film markets; I think FILMART is stronger because there are more exhibitors, buyers and production companies. FILMART is the best place to find distributors and buyers from the region.

「香港國際影視展」是進軍亞洲市場的一大重要平台。我曾到訪不少其他電影市場，而我認為「香港國際影視展」更勝一籌，因為這裡有更多參展商、更多買家和製作公司。「香港國際影視展」是尋找區域性發行商和買家的最好去處。

Indonesia 印尼

Harry Mirpuri

MD Pictures (Buyer 買家)

FILMART is definitely growing; it is a very good place for networking with Asian companies from many different countries. It is a great market and I see every year that FILMART is growing by 15 to 20%. Being a production house, there is always something interesting to come here for.

「香港國際影視展」的擴展十分顯著，現已是與亞洲區內眾多公司和國家機關聯繫的最佳場合。這是個一流的電影市場，而我每年均看到「香港國際影視展」有一成半至兩成的驕人增長。我的製作公司每次參加均在這裡有所得著。

Entertainment Expo Hong Kong

香港影視娛樂博覽

Since the launch of Entertainment Expo Hong Kong (EEHK) in 2005, leading players in Asia's entertainment industry have been drawn to the event in March each year. They appreciate the convenience of having ALL the key entertainment elements under one roof: a prime opportunity for screenings, doing business and celebrating excellence in the entertainment industry.

「香港影視娛樂博覽」於二零零五年首次舉行，每年三月，亞洲娛樂業界領袖也會雲集香港參與此博覽——一個極具協同效應、讓您一次過參與所有主要的娛樂業活動、提供無限商機的跨媒體娛樂界盛會。

Events of EEHK 2014 include:

- Hong Kong International Film & TV Market (FILMART)
- Hong Kong International Film Festival (HKIFF)
- Hong Kong Film Awards Presentation Ceremony
- Hong Kong – Asia Film Financing Forum (HAF)
- Hong Kong Asian-Pop Music Festival (HKAMF)
- IFPI Hong Kong Top Sales Music Award
- ifva
- The 7th Asian VFX and Digital Cinema Summit
- Digital Entertainment Summit

2014 博覽活動包括：

- 香港國際影視展
- 香港國際電影節
- 香港電影金像獎頒獎典禮
- 香港亞洲電影投資會
- 香港亞洲流行音樂節
- IFPI香港唱片銷量大獎
- ifva
- 第七屆數字電影效果高峰論壇
- 數碼娛樂論壇



香港影視娛樂大使黎明先生
Mr Leon Lai, Hong Kong Entertainment Ambassador



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