



PRESS RELEASE

An Official Launch of the Thai Film Festival in Malaysia 2024 (TFF 2024):

Local Talents to Global Contents

on Tuesday, 13 August 2024

at Aurum Theatre, The Exchange TRX, Kuala Lumpur

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(Kuala Lumpur, 14 August 2024) - On 13 August 2024, at 20.00 hrs., H.E. Ms. Lada Phumas, Ambassador of Thailand to Malaysia, graced an Official Launching Ceremony of the **Thai Film Festival in Malaysia 2024 (TFF 2024) under the theme “Local Talents to Global Contents”** organised by the Royal Thai Embassy in Kuala Lumpur. Held at Aurum Theatre, The Exchange TRX, the Ceremony was well-attended by over 200 invited guests, including dignitaries from Malaysian government agencies, the National Film Development Corporation Malaysia (FINAS), diplomatic corps in Kuala Lumpur, and Friends of Thailand, as well as participants from Malaysian and Thai film industry, celebrities, media, academics from leading Malaysia’s universities and Thai Fanclubs.

In her opening address, Ambassador Lada highlighted the well-rounded dimensions of the long-standing Thailand - Malaysia partnership, which will reach the 67th anniversary of its diplomatic relations on 31 August 2024. *“As part of celebrating such milestone, the TFF 2024 will bring the captivating and vibrant world of Thai cinema even closer to our friends in Malaysia, to further strengthen people-to-people linkages, foster cultural bond, deepen mutual understanding and appreciation, as well as celebrate the similarities and unique qualities that bind Thailand and Malaysia together through the universal language of film. The theme “Local Talents to Global Contents” indeed reflects our endeavour to open a window to the world to better understand Thai society’s local values and way of life”* said Ambassador Lada.

Ambassador Lada also added that the year of 2023 was considered a magical year for Thai film industry with 75 Thai titles released through various platforms, while a total of 466 movies from 40 countries were filmed across Thailand, generating the highest record ever of 6.75 billion baht (or approximately 184 million USD), largely due to skilled local Thai talents and support from the Royal Thai Government under the **“IGNITE THAILAND”** vision.

The Official Launching Ceremony also featured speeches from notable guests, including Mr. Pan Vui Shang, Head of Operation of Golden Screen Cinemas (GSC), and Mr. Shures Ratnakrishnan, Director of Suraya Film & Distribution. Major partners, including Thailand’s Department of International Trade and Promotion (DITP) Malaysia, FINAS, Tourism Authority of Thailand (TAT) in Kuala Lumpur, Knowmad Production and Cinema Online, were also invited on stage for the ribbon cutting ceremony. The red-carpet reception was also starred by renowned Thai and Malaysian actors, Mr. Pakorn (Dome) Lam and Mr. Bront Palarae, followed by a special screening of “The Undertaker”, one of the highest-grossing films in Thailand produced by Thailand’s local independent film production company, Thai Baan Studio.

Prior to the Official Launching Ceremony, the Royal Thai Embassy, on the same day, organised a **special talk on “IGNITE THAILAND: A Premier Destination for High Profile Film Production”** at Comfort Cabin II, Aurum Theatre, The Exchange TRX. Ambassador Lada, in her welcoming address, underlined the Ministry of Foreign Affairs of Thailand and the Royal Thai Embassy’s priorities in promoting Thailand’s entertainment contents through films while seeking to forge meaningful connection and collaboration between Thai and Malaysian film industry.

The Special Talk was well participated by prominent Thai and Malaysian figures, namely M.R. Chalermchatri Yukol, President of the Film and Series Subcommittee of Thailand’s National Soft Power Strategy Committee; YBhg. Dato’ Kamil Othman, Chairman of FINAS, YBhg. Dato’ Azmir Saifuddin Mutalib, Chief Executive Officer of FINAS; Mr. Wason Homsangpradit, Thai Film Producer; Mr. Pakorn (Dome) Lam, Thai Singer and Actor; and Mr. Bront Palarae, Malaysian Actor, Film Director, Screenwriter and Producer.

Thai Film Festival in Malaysia 2024 (TFF 2024): Local Talents to Global Contents is set to unspool five remarkable Thai films, namely **The Undertaker** (Comedy-horror), **Not Friends** (Coming-of-age comedy-drama), **Daeng** (Comedy-horror), **Haunted Tales** (Horror) and **Mantra Warrior: The Legend of The Eight Moons** (Animation), with 20 FREE public screenings during 16 - 18 August 2024 at GSC Mid Valley, GSC 1 Utama, GSC My Town, and GSC IOI City Mall.

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The Royal Thai Embassy in Kuala Lumpur
14 August 2024