



## **PRESS RELEASE**

### **Thai Film Festival in Malaysia 2024 (TFF 2024): *Local Talents to Global Contents*** *13 & 16 - 18 August 2024*

\* \* \* \* \*

#### **Thai Film Festival in Malaysia 2024: Local Talents to Global Contents**

(Kuala Lumpur, 30 July 2024) - Today, the Thai Film Festival in Malaysia (TFF), organised by the Royal Thai Embassy in Kuala Lumpur, is proud to announce its highly anticipated 4<sup>th</sup> edition under the theme “**Local Talents to Global Contents**”. The TFF 2024 is set to showcase captivating, selected Thai films to the Malaysian public and fans with an aim to boosting ties between Thailand and Malaysia through the art of filmmaking. An official launching of the TFF 2024 will be convened on 13 August 2024 at Aurum Theatre, The Exchange TRX in conjunction with a **Special Talk on “IGNITE THAILAND: A Premier Destination for High Profile Film Production”**, while 16 - 18 August 2024 will feature public screenings at selected Golden Screen Cinemas (GSC) locations in Kuala Lumpur, Putrajaya and Selangor.

#### **Highlighting Remarkable Thai Film’s Diversity and Excellence**

The TFF 2024 will unspool five remarkable Thai films from local independent productions and new generations of directors, 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 at GSC Mid Valley, GSC 1 Utama, GSC My Town, and GSC IOI City Mall.

#### **Celebrating Thailand - Malaysia Cultural Bond and Exchange**

*“We are thrilled to bring the Thai Film Festival back to Malaysia, showcasing a diverse selection of classic, contemporary, and Avant Garde Thai films, while offering Malaysian and international audiences a unique opportunity to experience the rich tapestry of Thai culture, ways of life, creativity, and local talents through five global contents on the silver screen”* said **H.E. Ms. Lada Phumas, Ambassador of Thailand to Malaysia**. *“This year’s Thai Film Festival in Malaysia (TFF 2024) under the theme “Local Talents to Global Contents” goes beyond entertainment, as it also aims to fostering cultural exchange, deepening mutual understanding and appreciation, as well as highlighting the similarities and unique qualities that bind Thailand and Malaysia together through the universal language of film”* In addition, *“the Embassy wishes to enthusiastically implement IGNITE THAILAND collaboration by organising a Special Talk among film industries key players from both Thailand and Malaysia”*.

#### **Opening Reception and Special Screening**

**A red-carpet opening reception and a special screening of “The Undertaker”**, a comedy-horror film which is by far Malaysian public’s favourite genre, will take place at Aurum Theatre, The Exchange TRX on Tuesday, 13 August 2024 from 18.30 hrs. onward. Distinguished guests, including Diplomatic corps, Malaysian government officials, Friends of Thailand, film producers, media representatives, as well as Thai and Malaysian celebrities, have been invited to join us in this event to embark on the cinematic journey of the Thai Film Festival in Malaysia.

## **Proudly Presented a Special Talk on “IGNITE THAILAND: A Premier Destination for High Profile Film Production”**

In addition to film screenings, the TFF 2024 is also proud to present a **Special Talk on “IGNITE THAILAND: A Premier Destination for High Profile Film Production”**, bringing key players from Thailand’s and Malaysia’s film industries to share their valuable perspectives and expertise on Thailand’s film strategies, while serving as an innovative platform to ignite collaborations among public and private sectors of the two countries. The Talk will be held on Tuesday, 13 August 2024, 16.00 - 18.00 hrs. at Comfort Cabin Hall, Aurum Theatre, The Exchange TRX, whereby selected governmental film agencies, renowned industry professionals, media representatives, and film students will be invited. FREE limited seats are available to the public with *required registration* (Link: <https://forms.gle/P9b78BYkjm2yTAD7>) *by 5 August 2024*. The list of selected participants will be announced through their respective emails and on the Official Royal Thai Embassy’s Facebook page *by 7 August 2024*.

### **Ticket Information**

All TFF 2024 screenings are complimentary for everyone to enjoy. Tickets can be redeemed on Monday, 12 August 2024 at GSC e-Payment, through GSC mobile application, or via ticketing kiosk at four participating GSC locations. The tickets redemption (limited to two tickets per redemption) will be based on a first-come, first-served basis, while tickets last.

### **About the Organiser**

The Royal Thai Embassy in Kuala Lumpur has been successfully organising the Thai Film Festival in Malaysia since 2017, with a dedicated commitment to promoting cultural exchange and understanding of “Thainess” among the Malaysian public through the lenses of films, and thus contributing to the strengthened ties and long-lasting friendship between the peoples of the two countries. TFF 2024 embraces the Government of Thailand’s “IGNITE THAILAND” vision with a view to transforming Thailand into a global industrial hub, particularly in the areas of creative contents and tourism, while seeking to foster closer, mutually beneficial partnerships between Thai and Malaysian film industries.

### **Media Contact**

Useful TFF 2024 information is available in the *press kit* (Link: <https://shorturl.at/myg90>).

For members of media interested in the events on Tuesday, 13 August 2024, please *RSVP via Link: <https://forms.gle/iQxeHtQm4941WCDW7> by 5 August 2024*.

For more information about the TFF 2024, please contact *Mr. Thorne Thaenrattanawichit, Second Secretary, at [thorne.t@mfa.go.th](mailto:thorne.t@mfa.go.th) or call +601 2301 7534*.

**Are you ready? Looking forward to welcoming our Friends of Thailand. Please stay tuned to get more updated information!**

\* \* \* \* \*

*The Royal Thai Embassy in Kuala Lumpur  
30 July 2024*