

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

25-28/3/2020

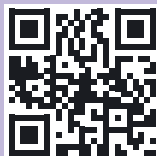
Hong Kong Convention and Exhibition Centre

香港會議展覽中心

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www.hktdc.com/hkfilmart





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



FILMART is the largest marketplace in Asia for the entertainment industry, covering various aspects along the value chain which include TV, digital entertainment, documentary, distribution, production, post-production, location shooting, film & broadcasting equipment, film financing etc. 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) 是亞洲最大的影視娛樂業市場，成功促進電視、數碼娛樂、紀錄片、發行、製作、後期製作、拍攝場地、影視器材、電影融資等多方面的商貿合作，推動行業持續發展。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，借以擴闊人脈網絡、洽談交易。





Thematic Features 主題項目



DOC WORLD 紀錄片世界

290 doc exhibitors
Doc Seminar & Screenings

290 家紀錄片參展商
紀錄片研討會及專題試映會

GLOBAL FILMING SUPPORT 環球拍攝支援

20+ filming commissions/service providers
Global shooting incentives
tax rebate, insurance, allowance, talent support and more

20+ 電影委員會/服務供應商
全球拍攝支援優惠
退稅、保險、津貼及演藝人才等

TV WORLD 電視世界

440+ TV companies including
130+ TV stations
Broadcasters, OTT, programme production and more
TV World International Forum

440+ 家電視參展商包括130+ 家電視台
電視台、網上平台、節目製作等
電視世界國際論壇

DIGITAL ENTERTAINMENT WORLD 數碼娛樂世界

330+ exhibitors
VR, AR, animation, digital post-production, video
games and edutainment software and more

330+ 家參展商
虛擬及擴增實境、動畫、數碼後期製作、電子遊戲、
教育與娛樂軟件等



Highlights of FILMART 2019 香港國際影視展2019年概覽

880+

Local & International exhibitors
本地及國際參展商

8,800+

Worldwide visitors
國際參觀人士

60+

Special events
特備活動

100+

World & international premieres
世界及國際首映

50+

Renowned speakers
知名講者



Perfect Platform for Market Intelligence 獲取市場情報的最佳平台



Yu Gong 龔宇
Founder and Chief Executive Officer,
iQIYI, Inc.
愛奇藝創始人及首席執行官



Jonathan Spink
CEO, HBO Asia
HBO Asia 行政總裁



Sean Park 朴炫郁
Marketing Director,
YouTube International Markets
YouTube 國際市場營銷總監



Jim Packer
President, Worldwide Television
& Digital Distribution, Lionsgate
獅門娛樂公司全球電視及
數位發行總裁



Andrea Iervolino
Founder and CEO, TaTaTu
TaTaTu 創辦人及行政總裁

14 thematic seminars with more than 50 speakers of leading industry representatives from different sectors to share their views and insights. Topics include:

14場專題研討會，廣邀超過50位來自不同範疇的知名行業代表擔任講者，分享對熱門專題的獨到見解。主題包括：

- Animation 動畫
- Blockchain 區塊鏈技術
- Documentary 紀錄片
- Chinese Market 中國內地市場
- Film 電影
- TV & OTT 電視
- VR & VFX technologies 虛擬實境而及視覺特效





Why FILMART?

為何要參與香港國際影視展

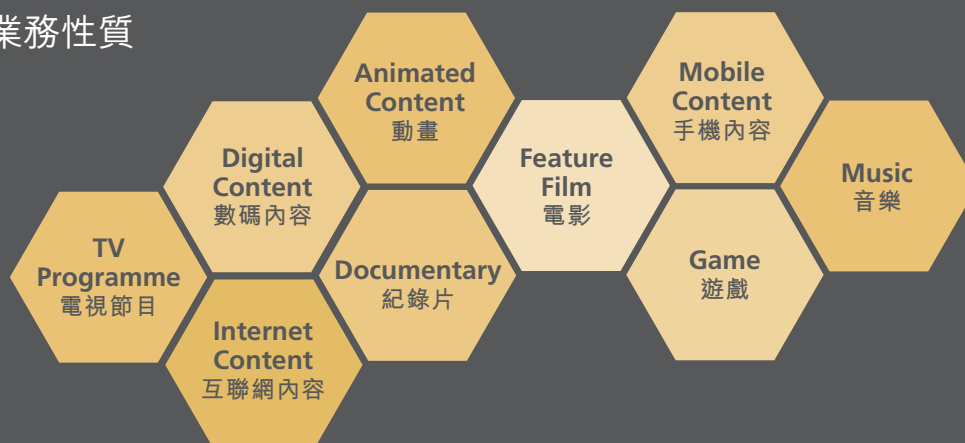
- Showcase your products and services in one of the **most dynamic cities in Asia**
- Maximising your visibility with tailor-made **advertising and sponsorship opportunities**
- Build **international exposure** with industry players from major regions
- Connect to over **260** Chinese mainland exhibitors
- **90%** of exhibitors achieved their business objectives or established new business contact
- **90%** of exhibitors rated FILMART as their must-attend event for their business
- **80%** of exhibitors met or exceeded their expectations in terms of overall business results achieved
- **Over 90%** of exhibitors expressed interest in exhibiting at FILMART again in 2020
- 在**亞洲最具活力的城市**之一展示您的產品和服務
- 透過專為參展商而訂造的**廣告和贊助機會**提高知名度
- 與**全球各大地區**的行業代表建立關係
- 連繫超過**260家**來自中國內地的參展商
- **90%**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
- **90%**參展商表示香港國際影視展為年度必須出席之活動
- **80%**參展商對是次展覽會的成績表示滿意或超越期望
- **超過 90%**參展商表示會於2020年再度參展



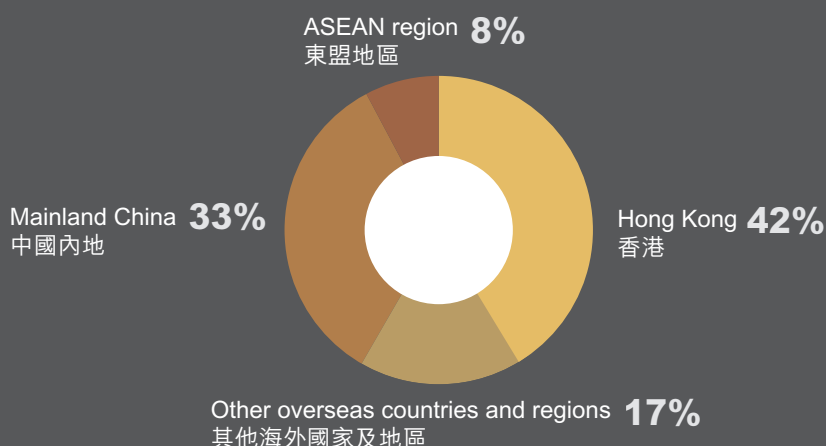
Visitor Profile

參觀人士背景

Nature of Business 業務性質



Origins 地區





What the professionals say about FILMART

「影視展」與會者的意見

“ Every year we come back to FILMART because there are **always more opportunities**. For example, last year we saw that a number of participating Canadian companies were able to strike deals and sell a lot of products to the Asian and the international market.

我們總是能在「影視展」找到更多新機遇，所以每年都參與其中。例如去年我們就目睹許多加拿大參展商達成交易，將大量作品銷售至亞洲及國際市場。

Canada 加拿大 **Robert Wong**
Creative BC (Exhibitor 參展商)

”

“ FILMART has become a **good bridge to talk to Mainland Chinese** and obviously a lot of the companies are interested in co-production and they will hopefully find partners in Mainland China.

「影視展」早已成為接洽中國內地業者的理想橋樑，而許多公司亦有意參與聯合製作，並希望在中國內地找到合作夥伴。

United Kingdom 英國 **Charlie Bloye**
Film Export UK (Exhibitor 參展商)

”

“ I really appreciate today's conferences because it is **crucial for industry professionals such as producers and distributors to exchange information**. And it is a smart way to grow business or to build communities.

我十分欣賞今天的各個研討會，讓製片人及發行商等業內專家會面及交流情報。這種巧妙安排有助我們拓展業務、擴闊人脈。

Italy 意大利 **Andrea Iervolino**
TaTaTu (Conference Speaker 研討會講者)

”

“ FILMART is a medium that **allows information from all kinds of platforms, and from all across Asia and the globe, to be collated and presented in one place**.

「影視展」是個媒介，能夠將源自所有平台、亞洲各地以至全世界各地的資訊共冶一爐。

Singapore 新加坡 **Nick Yeung**
mm2 Entertainment (Exhibitor 參展商)

”

“ Hong Kong is a very good hub to connect all the regions in Asia, as well as the Europe and America. **We are all connected in this hub, in FILMART.**

香港是十分優越的貿易樞紐，連繫著亞洲各區，以至歐、美等市場。大家在這個樞紐、在「影視展」裡，互相連繫在一起。

Finland 芬蘭 **Harri Haanpää**
DreamMill Productions (Visitor 參觀人士)

”

“ FILMART allows us to strengthen our partnership with associates and explore new possibilities of collaboration. It is also **an ideal market for launching new productions and seeking new partners**.

「影視展」讓我們鞏固與生意伙伴的合作關係，同時探討新的合作可能。另外，它也是我們推出新作品及尋找新合作夥伴的理想市場。

Mainland China 中國 **Daisy Shang**
Fantawild Animation (Exhibitor 參展商)

”

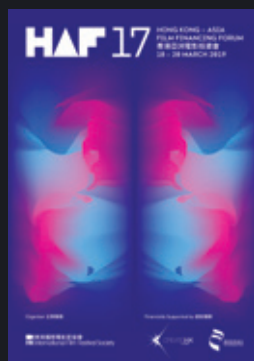


Concurrent Events

同期活動

 **International
HK Film Festival**
香港國際電影節

www.hkiff.org.hk



HAF

Hong Kong - Asia Film Financing Forum
香港亞洲電影投資會

www.haf.org.hk

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