

## Nurturing Programmes Sponsored by Create Hong Kong



### Hong Kong Film New Action

**Organiser:** Hong Kong Film Development Council

**Introduction:** The "Hong Kong Film New Action" is a large-scale project to promote the long-term development of Hong Kong film industry, with an aim to help local films develop markets outside Hong Kong. The project was implemented in phases to further develop the Mainland market and revitalize the Southeast Asian markets, so as to revive the latter's interest and understanding of Hong Kong films. The project also aims to introduce to these markets the new generation of Hong Kong film directors to help them explore new markets.

The Hong Kong Film Development Council hopes that through direct exchange of ideas between Hong Kong film practitioners and investors and distributors outside Hong Kong, mutual understanding could be fostered and solid market networks could be established, thereby boosting the demand for local film productions and attracting investments from outside Hong Kong. The project also hopes to open up more opportunities for the new generation of film practitioners, thus enhancing both the quality and quantity of local film productions.

**Website:** [www.fdc.gov.hk/NewAction](http://www.fdc.gov.hk/NewAction)

For more details of the awarded film directors featured in this website who have participated in the above programme:



**Kenneth BI, Film Director and Writer**

Website:

[www.createhk.gov.hk/inspirationsparkshk/english/detail.html?name=kennethbi&id=5](http://www.createhk.gov.hk/inspirationsparkshk/english/detail.html?name=kennethbi&id=5)



**Adam WONG, Film Director**

Website:

[www.createhk.gov.hk/inspirationsparkshk/english/detail.html?name=adamwong&id=1](http://www.createhk.gov.hk/inspirationsparkshk/english/detail.html?name=adamwong&id=1)