HONG KONG INTERNATIONAL FILM & TV MARKET
FILMART
香 港 國 際 影 視 展

17-20/3/2008
www.hkfilmart.com/filmart

Animation & Digital Entertainment World

Inaugurated in 2004, the Digital Entertainment Pavilion has received high acclaims not only from the DE industry, but also filmmakers alike. The Animation & Digital Entertainment World is poised to astound the market in 2008.

- **More International Participants, Wider Scope**
  Companies from emerging digital entertainment hotbeds such as Malaysia, Thailand, Taiwan and Chinese mainland, as well more and more established digital entertainment exporters such as Japan and Hong Kong.

Who should exhibit? Companies related to...

Animation, Mobile Content, Digital Post-production, Entertainment Software, Digital Content, Games, Computer Graphics, Digital Effects

Why exhibit? To…

- Meet buyers, sellers and financiers from across all platforms;
- Gain access to international market and Chinese mainland market;
- Sell your state-of-the-art products and services strategically;
- Seek collaboration opportunities;
- Attend a wide array of special events and seminars

Major DE Exhibitors in 2007

- Multimedia Development Corporation <*Malaysia*>
- Shanghai Animation Film Studio <Chinese mainland>
- Animation Council of the Philippines Inc. <*Philippines*>
- Osaka Digital Contents Industry Promotion Council <*Japan*>
- Imagi International Holdings Limited <*Hong Kong*>
- Sanrio Digital <*Hong Kong*>
- Media Development Authority <*Singapore*>
- Software Industry Promotion Agency <*Thailand*>
- Jade Dynasty Group Limited <*Hong Kong*>
- And more…

Hightlights in FILMART 2008

- TV World
- Equipment and Post-production Services Pavilion
- Hong Kong – Asia Film Financing Forum (Concurrent event)
- Hong Kong Music Fair (Concurrent event)

Activities related to Digital Entertainment in FILMART 2008

- **DE Conference on Film Merchandising-** to gain insights of the trend of DE
- **DE Cocktail reception-** to meet over 200 practitioners from all over the world
- **Advertising and DE cross-industry cocktail reception** "Special"
- **1st Hong Kong Mobile Film Award Presentation**
- **Cyberport Incubatees Graduation Ceremony**

Special rate to join the HKDE Pavilion

	Companies who have participated for less than 4 years	Companies who have participated for 4 years
6 sqm	HK$ 3,500	HK$ 11,500
9 sqm	HK$ 5,000	HK$ 15,500

Entitlements

- Eligible to nominate one buyer to enjoy 3-night hotel sponsorship
- Enjoy ***FREE*** business matching
- Enjoy ***FREE*** one-stop consultation service
- Eligible to nominate ten buyers to enjoy ***FREE*** admission

Enquiry/ Apply:

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