

ANNEX A: QUOTES FROM SMF PARTNERS

“Asia’s stories and formats are now shaping global screens, from micro-dramas to the creative business models driving new collaborations. ATF is where these ideas come alive, bringing together creators, investors, and buyers to spark the next wave of partnerships. This year, it’s about the energy of connection and the confidence that stories and business models from Asia will continue in its inexorable global foray.” - **Yeow Hui Leng, Group Project Director, Asia TV Forum & Market (ATF), RX Global**

“SGIFF has always been about discovering unique stories across Asia – finding narratives that move us and voices that deserve to be heard. As we expand our programme and deepen collaborations across the region, we remain committed to nurturing filmmakers who reflect Asia’s diversity and imagination. The festival continues to be a meeting point between artists, audiences, and ideas.” - **Thong Kay Wee, Programme Director, SGIFF**

“Every year, SGCC grows because our community does. It’s where creators, fans, and brands come together to share what they love and discover something new. With more artists, exclusive content, and our biggest tournament showcase to date this year, it really feels like we are making a place where pop culture is without borders, right here in Singapore!” - **Michelle Lim, Founder & CEO of Generation Experience Pte Ltd, event organiser for Singapore Comic Con, Creators Con**

“Nas Summit has always been about bringing people together, uniting creators, entrepreneurs, and brands who are shaping the future of storytelling and business. It’s where learning meets collaboration and where ideas turn into real ventures. From hands-on workshops to showcasing the latest AI-powered tools transforming content creation and entrepreneurship, the energy at Nas Summit is unmatched. It’s more than an event; it’s a movement that celebrates creativity, innovation, and the power of human connection in the age of AI.” - **Nuseir Yassin, Founder and CEO, Nas Company**