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ScreenSingapore 2015 Introduces Southeast Asian Film Financing Project Market

Call for Submissions opens 6 August



Photo Credit: ScreenSingapore (SS)

SINGAPORE, 6 AUGUST 2015 – ScreenSingapore (SS) 2015, Southeast Asia's marketplace for filmed entertainment is back this year with a brand new feature; the ***Southeast Asian Film Financing (SAFF) Project Market***. As the first of its kind to be featured at SS, the SAFF Project Market will take place from 2-4 December 2015.

Co-located with the Asia TV Forum & Market (ATF), the SAFF Project Market is held at the Marina Bay Sands Singapore and in partnership with the Southeast Asian Audio-Visual Association (SAAVA) and the Ties that Bind (TTB) producing workshop. SAAVA is a non-profit association established to strengthen collaborations between media producers and financiers in Southeast Asia, while TTB is an innovative programme designed to assist 10 producers from Asia and Europe with potential European-Asian co-production projects. This launch pad serves to connect promising producers and their projects with commissioners, investors, and co-production partners.

"With this latest addition to ScreenSingapore, the promising minds in film making will have the opportunity and a platform to experience skills and knowledge transfer and potentially be paired up with international financiers and co-producers within the region to push their projects forward," said Ms Yeow Hui Leng, Senior Project Director of Asia TV Forum & Market and ScreenSingapore, Reed Exhibitions.

"SAAVA is proud to partner ScreenSingapore and TTB in establishing this bold new initiative to advance creative development regionally and to institutionalise the media investment landscape in Southeast Asia. Our continued mandate will be to encourage best practices in content producing and distribution in order to promote Southeast Asian creative industries internationally through our members", added Mr Justin Deimen, Executive Director of SAAVA.

Call For Submission for the Southeast Asia's Film Project Market

A call for submission is now open for in-development fiction and non-fiction feature film projects from aspiring and experienced filmmakers to be a part of the Southeast Asia's first co-production project market. The market facilitates meetings and interactions between the selected filmmakers and potential collaborators who can help bring the projects to fruition.

The selection of the final 10 projects will be made by an esteemed panel of international film industry experts that includes:

- **Paolo Bertolin** Programmer of Venice International Film Festival
- **Chan Gin Kai** Executive Producer of Silver Media Group & Chairman of Southeast Asian Audio-Visual Association (SAAVA)
- **Benjamin Illos** Selection Committee of Director's Fortnight, Cannes International Film Festival
- **Jongsuk Thomas Nam** Managing Director of Network of Asian Fantastic Films (NAFF)
- **Kristina Trapp** CEO of European Audiovisual Entrepreneurs (EAVE)

"SAAVA and ScreenSingapore are the perfect partners to build the new project market in Singapore as they offer a fantastic pan-Asian professional network similar in its goals and philosophy to what EAVE does in Europe," said Ms Kristina Trapp, CEO OF EAVE. "We are particularly excited to bring Ties That Bind to Singapore as our new Asian workshop location having experienced the wealth of producing and directing talent coming from Southeast Asia. We are confident that the combination with projects and professionals from Europe and other Asian regions will result in successful co-productions and business relations."

Submissions for Southeast Asian Film Financing Project Market will close on 30 September. For more information, please refer to www.screensingapore.com.sg

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About Asia TV Forum & Market and ScreenSingapore

Asia Television Forum & Market (ATF) and ScreenSingapore (SS) is a must-attend international event for the financing, co-producing, buying and selling of TV and film entertainment content across all platforms. Bringing together international content sellers and Asia Pacific buyers, ATF and SS provide the gateway to making an impact on Asia's entertainment content business. Showcasing the robust and intricate workings of Asia's expanding content entertainment industry, the ATF & SS 2015 will lead industry players into the heart of the evolution of the industry.

For more information on ATF 2015, visit the official website at www.asiatvforum.com

For more information on SS 2015, visit the official website at www.screensingapore.com.sg

About Southeast Asian Audio-Visual Association (SAAVA)

The Southeast Asian Audio-Visual Association (SAAVA), a non-profit association that seeks to unify media producers and media financiers in the region. The association's mission is to advance creative development across the region, promote Southeast Asian audio-visual content and capabilities internationally, as well as stimulate business collaborations between its members.

To register as a member, please visit www.saava.org

About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 500 events in 43 countries. In 2014 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and are organised by 41 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events and is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

For more information, visit www.reedexpo.com

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