



A PREMIER FILM
Market & Conference
in Southeast Asia

28 NOV - 1 DEC 2017
Marina Bay Sands, Singapore
www.screensingapore.com.sg

In Partnership With:
S A A V A
Southeast Asian Audio-Visual Association Limited

FOR IMMEDIATE RELEASE

3rd EDITION OF SOUTHEAST ASIA'S LARGEST FILM FINANCING PLATFORM TO DISCOVER REGION'S BEST FEATURE FILMS AT SCREENSINGAPORE

The SAFF Project Market's Call for Submissions opens!

SINGAPORE, 3 July 2017 – With two successful runs under its belt, **ScreenSingapore**, in partnership with the **Southeast Asian Audio-Visual Association (SAAVA)**, launches the Call for Submissions for its third edition of the **Southeast Asian Film Financing (SAFF) Project Market 2017**.

Established in the industry as the year's highlight to look out for, the SAFF Project Market aims to match promising feature-length projects with a global network of media financiers, distributors, and collaborators who can bring these projects to fruition.

Due to the successes of its previous editions, the SAFF Project Market 2017 will replicate its popular structure and feature up to 15 projects, where, in line with the 2017 Singapore Media Festival's focus on Indonesia, 5 will hail from the world's fourth largest nation.

2017's SAFF Project Market will be held at Marina Bay Sands Singapore from 29 November to 1 December 2017, which will include a **financing conference** and the prestigious **Ties That Bind (TTB)** cross-cultural Europe/Asia co-producing workshop.

With the end-goal of connecting producers and their promising in-development fiction and non-fiction feature-length projects with commissioners, investors, and co-production partners, this initiative is in line with SAAVA's mandate to represent regional media investment and facilitate best practices in content producing, financing and distribution in order to promote Southeast Asian creative industries internationally through its members and partnerships.

"We're happy to come together with our partner organisations in Singapore and Europe to open up the SAFF Project Market once more to producers and filmmakers with regional projects with each edition growing from strength to strength. It gives us all immense pride to see how far some of our alumni and featured projects have come in their financing, production and distribution and we're excited in continuing to support regional filmmakers in connecting them with funding from all over the world," said **Justin Deimen, Executive Director of SAAVA** and **Managing Partner of Aurora Media Holdings**, one of Southeast Asia's leading media and entertainment asset incubation, investment and management vehicles, which will once again sponsor the Aurora Producing Award, an SGD20,000 co-production investment towards a project at SAFF Project Market 2017.

"When I was chosen, I was truly excited to be part of a special community of Southeast Asian film producers and also enjoyed the opportunity to meet up with industry decision makers from around the world. To top it off, I was so happy to win the post-production award during the prize ceremony as it gave me confidence that Vietnamese films can indeed have a market internationally when the story is good and that filmmakers approach development and financing responsibly and strategically," said **Trinh Le Minh Hang, General Manager, Skyline Media** and **Producer of MAMAFIA**.

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“This initiative allows us to affect change, where without it, makes it almost impossible for industry-wide collaboration, cooperation, and consensus. With this in mind, I am encouraged that ScreenSingapore has become a strong platform for promising minds in filmmaking. This is where international financiers and co-producers within the region work towards a common vision to push projects forward. It is the fuel that allows common people to attain uncommon results. We continue to be pleased with this highly valuable stage in its 3rd year,” said **Yeow Hui Leng, Senior Project Director of Asia TV Forum & Market and ScreenSingapore.**

The selection of the final 15 projects will be made by an esteemed panel of international film industry experts that will include:

- **Chan Gin Kai** – Executive Producer of Silver Media Group / Chairman of the Southeast Asian Audio-Visual Association (SAAVA)
- **Kristina Trapp** – CEO of European Audiovisual Entrepreneurs (EAVE)
- **Marco Mueller** – Artistic Director, Pingyao Film Festival
- **Krishnan Rajagopalan**, Founder, Laughing Elephant (and Co-Founder, HOOQ)

Submissions for Southeast Asian Film Financing Project Market will close on August 20, 2017. For more information, please refer to www.screensingapore.com.sg.

ScreenSingapore is part of the Singapore Media Festival (SMF).

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About ScreenSingapore (SS) 2017

ScreenSingapore – Southeast Asia’s definitive marketplace for filmmakers, producers, distributors, financiers and film buyers to explore co-production opportunities, seek financing, make deals and learn about the changing film landscape.

After its continued success in 2016, ScreenSingapore will once again host the Southeast Asian Film Financing (SAFF) Project Market, in partnership with the Southeast Asian Audio-Visual Association (SAAVA) and Ties That Bind: Asia/Europe Producers Workshop (TTB) to connect promising filmmakers

And producers from Southeast Asia and Europe with international co-producing partners, festival programmers, distributors, commissioners, and financiers.

For more information, please visit www.screensingapore.com.sg

About Asia TV Forum & Market (ATF) 2017

Asia TV Forum & Market – this region’s leading entertainment content event, is the platform of calibre to acquire knowledge, network, buy, sell, finance, distribute and co-produce across all platforms. It is the premier stage in Asia to engage with the entertainment industry’s top players from around the world. It’s where the best minds meet and the future of Asia’s content is shaped.

ATF also offers the opportunity to discover vital trends, crucial statistics and significant foresight in TV’s digital, kids and formats arena. Its business match-making opportunities give the prospect to encounter some of the best new offerings in the region. With over 5,000 international buyers and sellers from more than 60 countries, ATF presents valuable business prospects for top of the line benefits.

For more information, please visit www.asiatvforum.com

About Southeast Asian Audio-Visual Association (SAAVA)

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

To find out more, please visit www.saava.org

About Reed Exhibitions (RX)

Reed Exhibitions is the world’s leading events organiser, with over 500 events in 30 countries. In 2015 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 organised by 40 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

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About the Singapore Media Festival

The Singapore Media Festival, hosted by Media Development Authority is set to become one of Asia's leading international media events, where the industry meets to discover the latest trends, talents and content in Asia for Film, TV and digital media. It brings together established media events such as the Singapore International Film Festival (SGIFF), Asia TV Forum & Market (ATF) and ScreenSingapore (SS), Asian Television Awards (ATA) and will take place from 23 November to 3 December 2017. For more information about the Singapore Media Festival, please visit www.sgmediafestival.com

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Profiles of Selection Panel

The Projects that meet the submission criteria and guideline will be assessed by our esteemed selection panel which consists of international film industry experts.



CHAN GIN KAI

Executive Producer - Silver Media Group / Chairman – Southeast Asian Audio-Visual Association (SAAVA)

Gin Kai founded Silver Media Group to explore new frontiers in media content creation, specializing in executive producing and media financing. He currently runs one of Asia's few privately managed media investment funds that finances film and TV content for international audiences. The company believes in social responsibility, using the power of media to inspire a better world. Gin Kai co-founded the Southeast Asian Audio-Visual Association (SAAVA), an alliance that seeks to unify film producers from around the region to stimulate exchange of skills and collaborations. As one of the region's few film financing experts, Gin Kai has been invited to speak at various industry conferences, and educational and financial institutions about this alternative investment sector.



KRISTINA TRAPP

CEO - European Audiovisual Entrepreneurs (EAVE)

Kristina Trapp has worked in the film industry in Germany, France, Belgium and Luxembourg since 1999 – amongst others at the German regional film fund MFG-Filmförderung Baden-Württemberg, as free-lance producer for ARTE, heading the Film Commission Strasbourg and with the European training programme Masterclass Ludwigsburg / Paris. She joined EAVE in 2004 as Programme Manager. In 2007, she became Deputy Chief Executive and was appointed Chief Executive in 2009. Kristina has been closely working with several European festivals and production companies in her career. She has been matchmaker at the Berlinale Co-Production Market for the last few years. She is member of the documentary commission of the French regional fund Provence-Alpes-Côte d'Azur and member of the European Film Academy.



MARCO MULLER

Artistic Director, Pingyao Film Festival

Film critic and historian.

Director and writer of documentaries about cinema.

Professor (holds the chair of Film Styles and Techniques) at the Academy of Architecture, Università della Svizzera Italiana (Switzerland's most international faculty). Started working in 1978 as a festival programmer in Italy (has been Consultant for Asian cinema at the Venice Film Festival from 1981 to 1995). Director of "Ombre elettriche" (Electric Shadows) Festival in Turin (1981). Subsequently director of the festivals of Pesaro (1982-1989), Rotterdam (1989-1991) and Locarno (1992-2000). Director of the Venice Film Festival (2004-2011) and of Rome Film Festival (2012-2014).

After one year of head-programming festivals in Mainland China (Beijing IFF, Fuzhou Silk

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Road IFF) he has initiated and directed until November the 1st Macau International Film Festival and Awards.

He is currently the Artistic Director of the Pingyao Crouching Tiger Hidden Dragon International Film Festival, the new IFF in China that Jia Zhangke has launched in March. Müller has been the initiator of the Huub Bals Film Fund and of the Cinemart Project Workshop in the Netherlands, of the Montecinemaverità Film Fund in Switzerland and of the South/East Cinema Fund in Italy.

In his parallel career as a film-producer, he has produced and co-produced 11 features that include award-winning movies (Academy Award for Best Foreign Film, top-tier honours in Cannes, Venice and other major festivals) from China, Bosnia, Turkey, Iran, Russia and Central Asia, Brazil (he has also produced short-films and documentaries). Müller has received important awards from institutions and foundations in 8 different countries.

In addition to being a regular contributor of essays on film to European magazines and dailies, he has written and edited over a dozen books on Russian and Soviet cinema, Chinese, Indian and Asian cinema.



KRISHNAN RAJAGOPALAN

Founder, Laughing Elephant (and Co-Founder, HOOQ)

Krishnan Rajagopalan is an experienced media executive with over 20 years of experience across commercial, content programming and technology aspects of the media business, both in N. America as well as across SE Asia and S. Asia.

Krishnan is the founder of Laughing Elephant, Asia's first regional movie studio, with planned or ongoing slates in India, Indonesia, Philippines and other markets.

Krishnan is also an investor and CEO at Whacked Out Media, India's largest multi-platform network with over 1.5B video views a month, 200+ celebrities being managed for digital platforms and digital rights to over 7000 movies.

He was most recently the co-founder and chief content and distribution officer at HOOQ, a joint venture between Warner Bros, Sony Pictures and Singtel, where he came up with the concept, and was instrumental in raising ~USD 100m for the venture, licensing over 50K hrs of movies and TV Series from Hollywood and all major studios and broadcasters in Indonesia, India, Philippines and Thailand, creating original TV series and movies in Philippines and Indonesia, and also leading all business development and market expansion initiatives.

His prior experience includes a role as the Head, Technology and Regional TV, at Singtel Group Digital Life, prior to which he was a Vice President of Digital Media at the Motion Picture Assoc of America leading worldwide technology strategy. He has also served as a Director of Technology at both Sony Pictures as well as Sony Connect, where his team operated digital solutions such as Sony Connect (music and video subscription services in N. America and EU).

Krishnan has dual masters degrees in Mathematics (BITS Pilani) and Computer Science (Duke University), and is also an alum of the Stanford Executive Program at the Stanford Graduate School of Business.

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