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**Hong Kong International Film Festival Society hosts a
“Jockey Club Cine Academy” Press Conference
Unveiling “Enhancement Workshops 2012”
Karena Lam appointed as JCCA Ambassador**

6 February, 2012 – The Hong Kong International Film Festival Society (HKIFFS) held a press conference today celebrating the past year's achievements of the Jockey Club Cine Academy (JCCA) in promoting film education and appreciation to Hong Kong youth. The HKIFF also unveiled details of the coming year's slate of activities as well as the appointment of the JCCA 2012 Ambassador.

The conference was kicked off by Mr Fred WANG, Board Member of Hong Kong International Film Festival Society, who gave an opening speech (Annex 1); Mr Wang thanked The Hong Kong Jockey Club Charities Trust for its generous donations and announced Miss Karena Lam as the newly appointed JCCA Ambassador, who joins serving JCCA Ambassador, the award-winning actor Nick Cheung Ka-fai.

The JCCA is the very first and most comprehensive film education programme developed by the HKIFFS for both Hong Kong educators and students. The JCCA programmes (Annex 2) seek to enhance Hong Kong's leadership in the creative industries by providing seven diversified training activities and workshops aimed at fostering film literacy and film appreciation amongst local youth. Leveraging last year's success, the JCCA will continue to bring the programme to a whole new level.

In 2011 the JCCA workshops achieved a remarkable attendance of 96% of in the Master Class, over 53% in the Face to Face session, and a total of 235 attendants in the Festival Tours. The Short Film Competition also received overwhelming response with a total of 604 short films submitted while the Joint University Screenings successfully filled 976 seats.

The Educators Workshop reached its fully-subscribed capacity. A Certificate Presentation Ceremony was held to present course completion certificates to participants in the Educators' Workshop. The participants were led by Wong Ain-ling, workshop director. All teacher participants agreed that the training had been a rewarding experience. Not only did the workshops inspire them on how to teach film in their schools but also gave them a

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deeper understanding about the cinema, which would help greatly in teaching the “Arts Education” category of “Other Learning Experiences (OLE)” under the “New Senior Secondary Curriculum” in Hong Kong’s high schools.

Also recognized with a Certificate of Appreciation was Aster Shin, a volunteer who alone served over 100 hours in the past year. The foundation of success of the Hong Kong International Film Festival is largely due to the contribution of young volunteers. Last year, 124 young volunteers served in the festival’s events. Aster said: “I am honoured to be a JCCA volunteer in the annual Hong Kong International Film Festival. Everything I was exposed to and experienced has all been truly eye-opening. I was so thrilled and excited to be part of this festival.”

JCCA this year will even be more exciting in its nature and scope:

Face to Face - with the involvement of Director Peter Chan in the Face to Face programme. Chan will share his experiences in making films, from their creation, to production and marketing.

Educators Workshop – introducing teachers advanced workshops to refine and advance the skills and knowledge of workshop graduates.

International Short Film Competition - This year the International Short Film Competition will include awards for local short films to encourage young Hong Kong filmmakers. The JCCA has invited Director O Sing-pui as an adjudicator for the Competition. Mr. O commented at the press conference, “ The Hong Kong film industry is giving more attention and support to young directors. The Hong Kong International Film Festival Short Film Competition is an ideal platform to give new directors an opportunity to take their very first step in creation. ”

Joint Universities Programme - This year, there will be no admission charges for all the university student films shown in the Joint Universities Programme. Newly appointed JCCA Ambassador Karena Lam will host an upcoming post-screening JCCA workshop to share her film experiences.

New JCCA Ambassador Karena Lam said that she was looking forward to all the JCCA activities and workshops lined up for young people. As a JCCA Ambassador, Karena said,

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"The JCCA makes hands-on experience and film training freely available to all. It will certainly inspire young film-makers from a diversity of backgrounds to take an interest in film and the creative industries. As the newly appointed JCCA ambassador, I will try my very best to be an active advocate for JCCA. "

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6 February, 2012

Speech by Mr. Fred Wang,

Board Member of Kong International Film Festival Society (HKIFFS)

Distinguished guests, members of the press, ladies and gentlemen - good afternoon. Thank you for attending today's Press Conference for the Jockey Club Cine Academy (JCCA).

The local film industry and film culture are developing. Their success depends on the effort of film professionals, dedicated educators and young film enthusiasts. Through the JCCA programme, our young people are able to participate in different aspects of film education. Our local education system is beginning to place more emphasis on the importance of film education, aiming at broadening the horizons of Hong Kong's youth.

The new education curriculum adopted by various tertiary institutions, reflects the fact that in recent years a significant breakthrough has been made in local film education. Through the art of film, youths are able to experience some of life's important issues and essences.

We have seen that our young people have a passion for film. Last year they responded enthusiastically to the JCCA's various activities such as Master Class, Festival Tours, Short Film Competition and other workshops.

Finally, I would like to express my sincere gratitude to the Hong Kong Jockey Club Charities Trust. The JCCA would not be possible without their significant contribution and strong support. I would also like to take this opportunity to thank our business partners from different fields for their loyal support, including non-governmental organisations, education institutes, youth cultural groups and media organisations. In addition, we are very pleased and most grateful that Karena Lam has generously accepted our invitation to be JCCA Ambassador. In doing so, she joins our serving JCCA Ambassador, the award-winning actor Nick Cheung Ka-fai. Together, these two outstanding talents of our local film industry will help significantly to promote film literacy among local teenagers.

Thank you.

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About the Jockey Club Cine Academy

Established in 2010, Jockey Club Cine Academy (JCCA) is a 3-year film education programme presented by The Hong Kong International Film Festival Society (HKIFFS) and funded by The Hong Kong Jockey Club Charities Trust, with the aim to foster film literacy among the youth in Hong Kong.

Jockey Club Cine Academy Programmes

The Jockey Club Cine Academy (JCCA) consists of seven programmes:

Master Class

Experience the JCCA Master Class featuring world-class filmmakers and learn from the very best film creators and innovators from around the world. The JCCA Master Class offers an unforgettable opportunity of a life-time to interact with distinguished filmmakers from around the world.

Face to Face

With an acclaimed history of filmmaking in Hong Kong, the JCCA Face to Face features a renowned filmmaker from Hong Kong sharing his/her insights on film, art and life, along with a complimentary bi-lingual publication on the filmmaker for all participants.

Festival Tours

Held during the annual Hong Kong International Film Festival (HKIFF), Festival Tours aims to engage participants through active dialogue on techniques, aesthetics and literacy values, social and historical relevance of film. Notable film critics, scholars and filmmakers act as personal tour guides for 20-25 groups of 10-15 participants, with each group attending 3-5 different HKIFF screenings.

Educators Workshop

Educators Workshop is Hong Kong's first series of workshops for educators to learn the basics of film literacy, using the moving image as an educator's teaching tool. The Workshop will consist of one course of 12 classes conducted on a bi-weekly basis, held

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twice a year for two different groups of educators. Last year courses are all finished and 2012 Group A is started in January. Advanced workshops will be introduced in 2012.

Short Film Competition

The Short Film Competition supports the production and re-invention of the short film, a form with its own formal, aesthetic and expressive qualities distinct from those of the feature film.

Approximately twenty films of different genres (fiction, documentary, animation, experimental) each not exceeding 15 minutes in duration will be selected by the HKIFFS, and a jury of three renowned personalities will select the winners for the Grand Prize and Jury Prize. This year additional awards for local short films will be included.

Joint Universities Programme

The Joint Universities Programme provides a global stage for students to showcase their best work at the annual Hong Kong International Film Festival (HKIFF). The Hong Kong Academy for Performing Arts, Hong Kong Baptist University, City University of Hong Kong, the Hong Kong Design Institute and The Hong Kong Polytechnic University select the very best student films from the past year for public appreciation.

Youth Volunteer Programme

Young volunteers will have the opportunity to better understand both the film industry and arts administration by participating in “behind-the-scenes” of the annual Hong Kong International Film Festival. Volunteers will be trained in transferable skills in three key departments: Programming, Operations and Marketing. Volunteers will be rewarded with a wealth of film knowledge, unique experiences and a chance to make some great friends.

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Educational Institutes

- Academy of Film, Hong Kong Baptist University
- Department of Communication Design and Digital Media, Hong Kong Design Institute
- School of Creative Media, City University of Hong Kong
- School of Design, The Hong Kong Polytechnic University
- School of Film and Television, The Hong Kong Academy for Performing Arts

Film Organisations

- Hong Kong Film Archive
- Hong Kong Film Critics Society

Non-governmental Organisations

- Agency for Volunteer Service
- Aberdeen Kai-fong Welfare Association Social Service Centre
- Evangelical Lutheran Church Social Service - Hong Kong
- Hong Kong Children & Youth Services
- Hong Kong Playground Association - Jockey Club North Point Integrated Service Centre For Children & Youth
- Hong Kong Sheng Kui Hui Welfare Council
- Senior Members Service Group
- The Neighbourhood Advice-Action Council
- The Salvation Army
- Yang Memorial Methodist Social Service-Homantin Integrated Centre for Youth Development

About Hong Kong International Film Festival Society

The Hong Kong International Film Festival Society (HKIFFS) is a charitable, non-profit and non-governmental organization dedicated to the discovery and promotion of creativity in the art and culture of film.

Through its year-round programmes, the mission of the Society is to strengthen global appreciation of Chinese film culture and to promote inspiring films from around the world, enriching the cultural life of Hong Kong.

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Committed to the development of a vibrant film culture in Hong Kong and Asia, the Society presents three annual flagship events in March and April: The Hong Kong International Film Festival (HKIFF), the Hong Kong-Asia Film Financing Forum (HAF) and the Asian Film Awards (AFA).

Passionately believing in the power of films to unite cultures and generations, the

HKIFFS is devoted to giving thousands of film lovers around the region direct access to the world's most inspiring films all year round.

About The Hong Kong Jockey Club

Founded in 1884, The Hong Kong Jockey Club has become one of Hong Kong's

best known and respected organisations, providing the public with world-class sporting entertainment as well as being the city's major non-Government community benefactor, now donating more than HK\$1 billion a year to charitable and community projects. It has been part of Hong Kong through good times and bad, sharing the city's growth and development with its people, and is dedicated to enhancing the quality of life for future generations.