



7-9 DEC 2016

MARKET. CONFERENCE. NETWORKING EVENTS

Marina Bay Sands, Singapore

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2nd EDITION OF SOUTHEAST ASIA'S LARGEST FILM FINANCING PLATFORM TO BE EXPANDED TO BENEFIT MORE PROJECTS AT SCREENSINGAPORE

The SAFF Project Market's Call for Submissions opens July 13!

SINGAPORE, 13 July 2016 – Riding on its first year's achievement in 2015, **ScreenSingapore**, in partnership with the **Southeast Asian Audio-Visual Association (SAAVA)**, launches the Call for Submissions for its second edition of the **Southeast Asian Film Financing (SAFF) Project Market 2016** today. It 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 its previous edition's success, which saw an overwhelming 148 entries, SAFF Project Market 2016 will feature up to 15 projects, from 10 in its inaugural year. It will be held at Marina Bay Sands Singapore from 7-9 December 2016 which includes a **financing conference** and the prestigious **Ties That Bind (TTB)** cross-cultural Europe/Asia co-producing workshop.

Continuing 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.

"Last year really proved that Southeast Asia was ready for its own platform, and we're looking forward to cementing SAFF as being the region's largest film financing platform for years to come. Half of the projects selected last year have attached financiers and partners, while the rest made great strides in their development. The producers involved last year saw the benefit of working with ScreenSingapore and found a great international network through SAAVA and TTB," said **Justin Deimen, the Executive Director of SAAVA**.

"Through SAFF, my project will be completed this year so I've definitely found SAFF to be most relevant and beneficial. It has enabled me to engage and connect with financiers, producers and festivals from around the world. This exposure to external funding and the global market is precisely what producers here need at their development stage," said **William Lim, the Producer of HAPPINESS REVOLUTION** and winner of last year's Grand Prize, the Silver Media Award.

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"Judging from last year's success, ScreenSingapore will now be a strong platform for promising minds in filmmaking. Opportunities and knowledge transfer is essential for growth in this scope. Adding the final turbo boost of international financiers and co-producers within the region to push projects forward, we are pleased with this highly valuable stage that can only flourish with time," 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:

- **Kathy Morgan** – Principal of Kathy Morgan International (KMI) / Executive Producer of Academy Award-winning THE DANISH GIRL
- **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)
- **Jeffrey Paine** – Founding Partner of Golden Gate Ventures
- **Leonard Retel Helmrich** – Two-Time Sundance / Three-Time IDFA winning Filmmaker

A new inclusion to this year's panel, **Kathy Morgan, the Executive Producer of Oscar Winner THE DANISH GIRL**, said, "The SAFF project market is a crucial bridge for filmmakers in Southeast Asia. I am delighted to work with professional organisations like SAAVA and events such as ScreenSingapore to nurture a new generation of producers from Asia and to help them bring their projects to the rest of the world." She will also be speaking on international distribution at the ScreenSingapore Conference.

Submissions for Southeast Asian Film Financing Project Market will close on September 5, 2016. 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) 2016

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 successful pilot launch in 2015, 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) 2016

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 43 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 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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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 9 December 2016. 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.



KATHY MORGAN

Principal – Kathy Morgan International (KMI) / Executive Producer

Kathy Morgan has been involved in the international sales and distribution of motion pictures and television programs for more than three decades. In 1983, Morgan joined Hemdale Film Corporation as head of worldwide sales for its 186-title film library that included *Platoon*, *The Last Emperor*, *The Terminator* and *Salvador*. In 1992, she founded Kathy Morgan International (KMI) specializing in the worldwide sales, distribution, marketing and financing of theatrical motion pictures. Kathy Morgan is the Executive Producer of *The Danish Girl* starring Eddie Redmayne and Academy Award winner Alicia Vikander and directed by Tom Hooper and Paulo Coelho's *The Alchemist*, which is currently in development at The Weinstein Company.



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

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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.



JEFFREY PAINE

Founding Partner – Golden Gate Ventures

Jeffrey Paine is the founding partner of Golden Gate Ventures, an early stage technology venture capital fund based in Singapore investing in Southeast Asia with over US\$60 million under management. Jeff started and manages the Founder Institute in Singapore where he is currently overseeing its expansion in Southeast Asia, and Japan. Since 2010 the Founder Institute in Singapore has graduated over 100 companies. He is a recipient of the Founder Institute Director Award 2012 for "Greatest Ecosystem Impact" Worldwide (Singapore). Golden Gate Ventures' investments in Southeast Asia include Redmart, Carousell, Tradegecko, Coda Payments, Ayannah, Orami, Ruma, Moneysmart, Grana and Appota amongst others. He is a Singapore native and graduated with a Bachelors of Business Administration (Information Systems) from the University of Southern California in Los Angeles.



LEONARD RETEL HELMRICH

Award-winning Filmmaker

Leonard Retel Helmrich is an award-winning Dutch-Indonesian documentary filmmaker with 2 Sundance awards and 3 IFDAs under his belt. He has developed a theoretical perspective and a practical technique for his work called the "Single-Shot Cinema", which involves long takes with a constantly moving camera. Leonard has given workshops on his single-shot theory at art academies, universities, and film festivals all over the world. His films, *The Eye of the Day* (2001), *Shape of the Moon* (2004), and *Position Among the Stars* (2010) — a trilogy about a Christian working-class family in the slums of Jakarta, Indonesia—brought him international fame including being screened at the MoMA for a week. He has also served on the jury of many film festivals, including Shanghai, Warsaw, Dubai, Seoul, Sibiu Romania and Amsterdam, and he has had major retrospectives of his work run at *Visions du Réel* in Nyon (Switzerland) and *Rencontres Internationales Du Documentaire* in Montréal and at the *ASTRA* in Sibiu Romania. Leonard has also lectured and screened his films at numerous educational institutions including the Flaherty Seminar program in New York, and at Harvard University where he was on a Fellowship at the Radcliffe Institute for Advanced Studies. Currently he is writing a book on "Single-Shot Cinema".

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