

Applications for 7th First Feature Film Initiative to open tomorrow

The 7th First Feature Film Initiative (FFFI) will be open for applications from tomorrow (March 15) to May 21. Production teams wishing to join the film industry are encouraged to participate.

The FFFI aims to nurture prospective film directors and scriptwriters in Hong Kong. In the form of a competition, there will be a maximum of three winners each for the Higher Education Institution Group (HEIG) and the Professional Group (PG), with the winning teams to be fully subsidised to make their first commercial feature films. The maximum sponsorship for each winning production team of the HEIG and the PG are \$5 million and \$8 million respectively. The winning teams are required to complete the whole film production and sales process to acquire practical knowledge in making a feature film, which involves planning, shooting and distribution. The director of the team should not have previously directed any commercial film of 80 minutes or more.

The Chairman of the Hong Kong Film Development Council, Dr Wilfred Wong, said, "Over the years, the FFFI has provided a platform for new directors to prove their potential, and has identified 19 new directors since its inception, bringing many quality films to audiences. I look forward to seeing more talented new directors to give new impetus to the industry."

For details of the application guidelines and assessment criteria, please visit the FFFI Facebook page (www.facebook.com/HKFFFI) or Create Hong Kong's website (www.createhk.gov.hk/fffi/en).