

# Applications for 8th First Feature Film Initiative open today

The following is issued on behalf of the Hong Kong Film Development Council:

The 8th First Feature Film Initiative (FFFI) will be open for applications from today (May 29) to September 28. Production teams wishing to join the film industry are encouraged to participate.

The FFFI identifies new talents through a competition on screenplay and production proposals. The competition is divided into the Higher Education Institution Group (HEIG) and the Professional Group (PG), with each group being awarded a maximum of three prizes. The maximum sponsorship for each winning production team of the HEIG and the PG are \$5 million and \$8 million respectively. The Film Development Fund provides funding for the winning teams to implement their film proposals and make their first commercial feature films. The winning teams are required to complete the whole film production and sales process, which involves planning, shooting and distribution, in order to acquire knowledge from creation to practical application in making a feature film. The director of the team shall be a Hong Kong permanent resident aged 18 years or above, and 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, "The FFFI has identified 26 new directors since its inception. Their works have received recognition in both local and international film festivals, bringing a new force to Hong Kong films and driving the continuous development of the Hong Kong film industry."

For details of the application guidelines and assessment criteria, please visit the FFFI Facebook page ([www.facebook.com/HKFFFI](http://www.facebook.com/HKFFFI)) or the Hong Kong Film Development Council's website ([www.fdc.gov.hk/en/fffi](http://www.fdc.gov.hk/en/fffi)).