



NEWS RELEASE

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NEW ASIAN FEATURE FILMS IN THE SPOTLIGHT AT 2015 MPA-APSA-BIFF PROJECT PITCH RECEPTION IN BUSAN

*Indonesian filmmaker Ifa Isfanyah receives special recognition prize;
Kim Dong-ho announced as 2015 APSA International Jury President*

BUSAN/SINGAPORE: On October 4, filmmakers and film industry leaders from across Asia joined the MPA-APSA-BIFF Project Pitch Reception hosted jointly by the Motion Picture Association (MPA), the Asia Pacific Screen Academy (APSA) and Busan International Film Festival (BIFF), which is celebrating its twentieth year showcasing the best of Asian film.

Held at the Park Hyatt Hotel in Busan, the venue of a number of film festival events, the reception featured a one-hour new feature film project pitch dating session involving new projects from the Asia Pacific region. Following the pitch session, those involved in ‘catching’ the projects highlighted the film *Abracadabra*, by filmmaker Ifa Isfanyah, a story about a magician’s trick that goes wrong in many unexpected ways, for special recognition. The filmmaker will receive a trip to the 9th Asia Pacific Screen Awards that will be held in Brisbane on November 26 this year.

APSA Executive Chairman Michael Hawkins took the opportunity during the reception to announce the International Jury for the 2015 Awards. Mr. Kim Dong-ho will take the helm as International Jury President, and will be joined by Award-winning Iranian actress Negar Javaherian, Malaysian writer/director/curator, Academy member U-Wei, China’s distinguished producer/director/curator/writer and Beijing Film Academy Professor Zhang Xiamin, Bangladeshi writer/director Mostofa Sarwar Farooki and Russia’s Alexei Popogrebsky, writer/director, who is the European Film Awards appointee on the Jury.

Acknowledging the long-term partnership in mutual support of stimulating Asia Pacific’s film project development and production, Michael Hawkins said, “I would like to sincerely thank the Motion Picture Association. This event is not our first collaboration with the MPA. Since 2010, APSA and the MPA have provided Academy members with an exclusive opportunity for script development and grants through the MPA APSA Academy Film Fund. We hope that together we can help to promote the diverse work from filmmakers across the region, and raise awareness about the need to value creative rights in this digital age of distribution.”

Director of BIFF Research Institute, Jeon Chanil said, “When this event was first put to me, it made perfect sense. It is important for both Korean filmmakers and their fellow Asian filmmakers to spend more time sharing ideas and film projects. The MPA-APSA-BIFF Project Pitch Reception is a natural extension of the BIFF-MPA Film Workshop, where we can support the new projects of filmmakers at every stage. I look forward to developing these events together with our partners MPA and APSA in the future.”

Ed Neubronner, Senior Vice President, Regional Operations, Asia Pacific, MPA, said, “It is a pleasure to help celebrate the 20th Anniversary of the Busan International Film Festival with this new event in partnership with BIFF and APSA. As more filmmakers from the region work together creatively in development, production and distribution, there is greater opportunity to share knowledge and awareness about how quality creative screen content can be best promoted and protected.”

The projects included in the 2015 MPA-APSA-BIFF Project Pitch Reception were:

1. *Crowded House*, presented by writer/director Russell Edwards
2. *Kabuliawala*, presented by writer/director/producer Soumitra Ranade
3. *Yellow Apples*, presented by producer Mohammad Atebbai and director Shahram Mokri
4. *Abacadabra*, presented by writer Ifa Isfanyah (Special Recognition Prize)
5. *Ghost of Christchurch*, presented by producer Joane Lee and writer Seungsik Shin (Sean)
6. *Fall Out*, presented by producer Jeannette Paulson Hereniko
7. *No Land's Man*, presented by producer/writer/director Mostofa Farooki
8. *Her Time*, presented by director Park Joon-bum
9. *Surveillance*, presented by director Lee Eun-sang
10. *Joseon ByeolGok*, presented by director Kwon Hyuk Jun

The projects were presented to ten distinguished producers, critics, sales agents and distributors including:

1. Youn Sung Eun, Film Critic/Ph.D in Film Studies
2. Michael Favelle, Sales Agent & Distributor, Odin's Eye Entertainment
3. Tom Horton, Visual Effects (VFX) Director/Producer
4. Isabelle Glachant, Producer
5. Michael Werner, Chairman, Fortissimo Films
6. Kim Han-min, Film Director
7. Yu Young-sik, Head of Korean Academy of Film Arts
8. Kim Jae-min, Head of Business Division, Contents Panda
9. Chung Byoung Wook, Producer
10. Seo Jung Won, CEO, Activers Entertainment

See images from the MPA-APSA-BIFF Project Pitch Reception [here](#).

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About the MPA:

Promoting & Protecting Screen Communities in Asia Pacific

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit www.mpa-i.org.

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