IFA©T-GC

INTERNATIONAL FEDERATION AGAINST COPYRIGHT THEFT – GREATER CHINA

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MPA FILM PRODUCTION WORKSHOP PROGRAM PREMIERES IN HONG KONG

Following Successful Latin America Run and 2006 Beijing Debut,
Hong Kong Becomes Second Asian Venue for Production Seminars

Hong Kong – From June 11-13 in Hong Kong the International Federation Against Copyright Theft – Greater China (IFA©T-GC) will assist the Motion Picture Association (MPA) in hosting three intensive filmmaking workshops designed to encourage and refine the skills of Hong Kong filmmakers and film students. This is the first time the Motion Picture Association Film Production Workshop has been held in Hong Kong and only the second time it has been organized in the Asia-Pacific region, following its regional launch last year in Beijing.

The MPA Film Production Workshops will provide up-and-coming filmmakers and film students with hands-on practical knowledge of feature film production through intensive lectures, case-study analyses and exercises. The Workshops will emphasize marketing and the U.S. independent production model oriented toward international distribution. Organized with the support of Time Warner, Apple Computer, Swire Beverages and Hong Kong's Intellectual Property Department, the Workshops are being offered free of charge to invited filmmakers and film students.

The Workshops will give the invited filmmakers and film students, a unique opportunity to develop their projects and processes with the support of established film industry professionals, including producer Ira Deutchman President and CEO of Emerging Pictures, a New York-based film production, distribution and digital exhibition company; writer/producer Tom Musca; and writer/director Ramon Menendez, who collaborated with Musca on *Stand and Deliver*, *Money for Nothing* and *Tortilla Soup*.

"One of the most successful Hollywood films of the past year was *The Departed*, an adaptation of the superb Hong Kong trilogy *Infernal Affairs*," said Sam Ho, Executive Director and General Manager of IFA©T-GC. "And with Chinese films becoming increasingly popular around the world, the influence on Hollywood of Chinese filmmakers, especially, Hong Kong filmmakers, is rising.

"IFA©T-GC is proud to be involved with the MPA and the other sponsors of this event. The MPA's goal in organizing these workshops is to help to nurture the flame of creativity in China and Hong Kong, a flame that on occasion has seemed in danger of being blown out by the typhoon winds of piracy. Not only do filmmakers have to overcome the challenges of obtaining financing and lining up distribution, but also they must overcome the

wholesale theft of their creative product.

“The continued success of the movie industry, and the security of many thousands of related jobs around the world, rest on the creative output of filmmakers. We look forward to the attendees at these Workshops excelling in their professions and contributing to the continued success of the Hong Kong film industry.”

The MPA Film Production Workshop Program, established in 1990, has provided a strong foundation for hundreds of participants in Latin America. The expansion of the program last year to China is aimed at providing the emerging generation of Chinese filmmakers with hands-on practical knowledge of feature film production through intensive lectures, case-study analyses and exercises.

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About the MPA: *The Motion Picture Association (MPA) represents the interests of major motion picture companies in the global marketplace. On behalf of its member companies, the MPA conducts investigations around the world, assists with the criminal and civil litigation generated by such cases, and conducts education outreach programs to teach movie fans around the world about the harmful effects of piracy. The MPA directs its worldwide anti-piracy operations from its headquarters based in Los Angeles, California and has regional offices located in Brussels (Europe, Middle East and Africa), São Paulo (Latin America), Montreal (Canada) and Singapore (Asia-Pacific). The MPA’s anti-piracy activities have helped to transform entire markets from pirate to legitimate, benefiting video distributors, retailers, and foreign and local filmmakers alike. The MPA member companies include: Buena Vista International, Inc.; Paramount Pictures Corporation; Sony Pictures Releasing International Corporation; Twentieth Century Fox International Corporation; Universal International Films, Inc.; and Warner Bros. Pictures International, a division of Warner Bros. Pictures Inc.*

About the IFA©T-GC: *The International Federation Against Copyright Theft was established in 2006 by the Motion Picture Association to protect the film industry in the Greater China region from the adverse impact of copyright theft. IFA©T-GC works closely with its supporters, government and enforcement authorities to protect the Greater China film and television industry, retailers and movie fans.*

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