2025 ACFM Conference Official Report

The A Summit Ⅱ : Asian Film Market Leaders Summit

Session Topic: Current status, roles, financing strategies, and collaborative networks among major Asian film markets.

Key Remarks by Speaker

- **Liz SHACKLETON / Founder & Editor, Streamlined:** Moderated the discussion on how film markets adapt to post-pandemic challenges, highlighting their evolving roles, funding mechanisms, and the critical need for cross-market partnerships.
- **Ellen Y. D. KIM / Director, ACFM:** Expanded ACFM's horizon to IP adaptation via the Busan Story Market. Successfully offset government budget cuts by maximizing commercial revenue and highlighted the importance of presenting real foot traffic data to secure structural funding.
- **IKEDA Kaori / Managing Director, TIFFCOM:** Showcased TIFFCOM's comprehensive focus encompassing film, TV, and animation. Pointed out a paradigm shift where emerging Japanese creators actively seek international co-productions outside the traditional domestic committee system.

- **Jennifer HUANG / Senior Manager, TAICCA:** Detailed TCCF's robust, multi-genre pitching sessions. Emphasized leveraging Taiwan's advanced technological infrastructure to bridge tech enterprises directly with innovative audiovisual content creators.
- **Josephine LAM / Section Head, HKTDC:** Positioned Hong Kong Filmart as Asia's premier self-sustaining marketplace. Introduced proactive initiatives such as a year-round online IP catalog and an AI pilot program, reinforcing its role as a crucial gateway for mainland Chinese content.
- **Linda GOZALI / Director, JAFF Market:** Introduced the newly launched JAFF Market as a pivotal bridge for Indonesia's rapidly growing film ecosystem. Shared the milestone of securing corporate banking sponsorship and actively sought developmental support from established markets.
- **Holly DANIEL / Director, Red Sea Souk:** Explained Red Sea Souk's well-funded mandate to elevate African and Asian talents globally. Highlighted ongoing cross-market solidarity, notably through the Red Sea Fund providing cash awards to projects within other Asian project markets.

Q&A and Key Takeaways

- Early Navigational Challenges: Balancing logistical hurdles and managing the often conflicting priorities between government agencies and creative industry professionals during the launch phases.

- Data-Driven Advocacy for Sponsorship: The necessity of replacing basic registration metrics with comprehensive data—such as total attendance footprint and economic impact indexes—to effectively communicate value to governments and investors.
- Strategic Cross-Market Collaboration: A unanimous agreement that Asian markets must transition from isolated entities to an integrated network, utilizing shared project recommendations and joint funding pipelines to empower creators.