

News Release

For immediate release

ScreenSingapore

Singapore announces a fusion expo of filmed entertainment and business

Cannes, France, 13 May 2010 – Singapore today announces an international cinema event showcasing the best of Asian and World cinema. Slated for June 2011, *ScreenSingapore* will offer global media business a platform to spotlight their creative offerings, through:

- A film and entertainment technology market
- Screenings of upcoming releases
- Conferences and workshops, including financing and producer forums

Positioned after Cannes Film Festival and before summer, *ScreenSingapore* aims to become the market and launch platform for international film releases in Asia and a platform for Asian content to be marketed to the world. In addition, Hollywood studios will be able to showcase their summer product in the fastest growing sector in the world.

Said Dr Tan Chin Nam, Chairman of the Media Development Authority of Singapore (MDA): “*ScreenSingapore* presents a compelling proposition for premier films to be launched throughout Asia and the world, and where international buyers, sellers and producers will trade content, ideas, expertise and entertainment technology in a vibrant marketplace situated in the heart of Asia. An event of this scale will encourage more collaboration between East and West and spark off the creation of New Asia content for world audiences. It is a strategic initiative in support of our vision to be a trusted global capital for New Asia media making Singapore a globally integrated media capital. It is a powerful contributor to enrich our media ecosystem.”

Said Dr Christopher Chia, Chief Executive of MDA: “Anchoring an international cinema event in Singapore enhances our efforts to grow the media sector. It will also provide an annual platform for global talents, filmmakers and the business community to congregate in Singapore – a natural gateway that bridges the best of East and West.”

Backing the MDA in the establishment of the event is the Singapore Tourism Board (STB) and the Economic Development Board. Ms Aw Kah Peng, Chief Executive of STB, said: "Singapore has been gaining prominence in hosting a variety of international entertainment highlights such as F1 Rocks Singapore during the Grand Prix Season in 2009, the Singapore Sun Festival and homegrown festivals such as Singapore Arts Festival, alongside a diverse calendar of dance parties, world-class concerts and performances. *ScreenSingapore* will be a vibrant addition to the calendar of media-related business events in Singapore.”

Helping to provide strategic insights are members of the *ScreenSingapore* Board, chaired by Greg Coote, Chairman and CEO of Dune Entertainment. Including Dr Chia, other board members are Ashok Amritraj, Chairman and CEO of Hyde Park Entertainment; Dennis Davidson, Chairman of DDA Consulting; Wayne Duband of Wayne Duband Consulting; Paul Hanneman, Co-President of International Theatrical Distribution at Twentieth Century Fox; filmmaker Shekhar Kapur; and Michael Werner, Chairman of Fortissimo Film Sales. Asian and other representatives will be added onto the Board.

Speaking on behalf of the Board, Mr Coote said: “As the US market matures and the growth in the business shifts to outside of the US, Asia grows in importance. Singapore will leverage its position as the gateway to Asia and grow a global event that not only services the broad regional exhibition industry but also positions the summer product for release.

“The Asian market is increasingly important to all the major film producers, in all languages, from around the globe. So to have this major showcase in Singapore, with its secure financial base, is an important development, both as a marketing platform for upcoming releases and for selling films into the region. Equally, Asian filmmakers will now have a shop window in which to display their wares to buyers from the five continents.”

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For media queries, please contact:

Mala Devi (Ms)
Assistant Manager, Communications
Media Development Authority
Tel. : +65 9728 9872
Email :
mala_devi_padmanathan@mda.gov.sg

Phoebe Seow (Ms)
Deputy Director, Communications
Media Development Authority
Tel. : +65 9726 3150
Email : phoebe_seow@mda.gov.sg

Media Development Authority of Singapore (MDA)

Formed in 2003, the Media Development Authority of Singapore (MDA) plays a vital role in transforming Singapore into a Trusted Global Capital for New Asia Media. MDA spearheads initiatives that promote industry growth in film, television, radio, publishing, music, games, animation-and Interactive Digital Media. At the same time, in ensuring clear and consistent regulatory policies and guidelines, MDA helps to foster a pro-business environment for industry players and increase media choices for consumers. For more information, visit www.mda.gov.sg and www.smf.sg.