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| **Busan Film Commission** |
| **Press Release | *2024.09.30*** |
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| **Busan Film Commission Unveils Key Schedule for 2024 ACFM*** **Participating in the 2024 ACFM from October 5 (Sat) to 8 (Tue) at BEXCO Exhibition Center 2**
* **Hosting AFCNet Booth (D17) and Busan film&audioVisual Industry Center Booth (B22)**
* **Featuring a diverse lineup of events including project presentations, MOUs, pitching sessions, award ceremonies, and showcases**
* **Special celebrations marking the 25th anniversary of BFC and the 20th anniversary of AFCNet**
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| Busan Film Commission (Chairman Kang Sung kyu) has announced its participation in the 2024 Asian Contents & Film Market (ACFM), set to take place from Saturday, October 5th, to Tuesday, October 8th, at BEXCO’s Exhibition Center 2. The Commission will host a variety of significant events aimed at fostering international collborations and celebrating industry milestones.As part of its participation, Busan Film Commission will operate two key booths: the AFCNet Booth (Asian Film Commissions Network, #D17) and the Busan film&audioVisual Industry Center Booth (#B22). The AFCNet Booth will showcase film location services, incentives, and infrastructure support across seven countries and ten AFCNet members. Meanwhile, the Busan film&audioVisual Industry Center Booth will promote regional content and services, creating new business opportunities in collaboration with 13 local companies.Highlights of the 2024 ACFM:**A+B Project Presentation**The AFCNet Booth will host the A+B Project Presentation, aimed at fostering global partnerships between filmmakers from Busan and across Asia. This year’s event will feature prominent industry professionals, including Mark Chen, producer of the popular Taiwanese drama series *Girls Win*, and Tsao Li, Chair of the Taipei Film and Television Performing Arts Union. Additionally, Feisal Azizuddin, a Malaysian director and graduate of the Busan Asian Film School (AFiS), will be participating.Time: October 5th, 11:00 AM – 12:00 PM | Location: D17, AFCNet Booth**AFiS MOU Signing Ceremonies with FDCP and TAICCA**The Busan Asian Film School (AFiS) will sign memorandums of understanding with the Film Development Council of the Philippines (FDCP) and the Taiwan Creative Content Agency (TAICCA) to strengthen collaboration in nurturing Asian film talent.Dates: October 5th at 2:00 PM with FDCP, and October 6th at 1:00 PM with TAICCA | Location: D17, AFCNet Booth**AFiS Project Pitching & Open House Day**On October 7th, AFiS students will showcase their feature-length projects developed throughout the academic year, featuring 16 diverse stories from students representing Singapore, Mongolia, Bhutan, and other Asian countries. The following day, AFiS will host an Open House Day at its Gwangalli campus in Busan, providing visitors with the opportunity to network with current students and alumni, as well as connect with members of the New Asian Producers Network (NAPNet).Pitching: October 7th, 10:45 AM – 12:45 PM | Location: ACFM Event Room AOpen House Day: October 8th | Location: Busan Asian Film School**BFC Story IP Showcase & Awards Ceremony 2024**The award ceremony for the 2024 BFC Story IP Contest, aimed at discovering outstanding intellectual property (IP) from the Busan, Ulsan, and Gyeongnam regions, will be held on October 6th. Out of 101 submissions, 10 winning projects have been selected through a rigorous judging process. Awards will be given to one grand prize winner, two excellence award recipients, and seven merit award winners. Prior to the ceremony, the 2024 BFC X CJ ENM O’PEN Story Co-Creation Project will be showcased, featuring new stories co-written by O’PEN writers and talented authors from Busan, inspired by classics like *A Room with a View* and *The Count of Monte Cristo*.Time: October 6th, 2:30 PM – 3:30 PM | Location: ACFM Networking Lounge**Busan film&audioVisual Industry Center (BVIC) & Busan Post Lab Showcase Day**On October 7th, industry professionals attending the ACFM will have the chance to connect with companies leading the local content industry at a special showcase event hosted by the Busan film&audioVisual Industry Center and the Busan Post Lab, both operated by BFC.Time: October 7th, 2:30 PM – 3:30 PM | Location: ACFM Networking Lounge**AFCNet 20th Anniversary Special Seminar**The AFCNet, chaired and administered by BFC, is hosting a special seminar to celebrate its 20th anniversary this year, titled “Navigating the Shifting Global Screen Production Sector.” Keynote speaker Leon Ford from Olsberg·SPI will share insights into global production trends, followed by case studies, including the success of HBO’s acclaimed series *The Last of Us (2023)*, presented by Luke Azevedo from Calgary Economic Development. Following the presentations, representatives from film commissions in Busan, Japan, Jordan, Bhutan, and Calgary will participate in a panel discussion.Time: October 6th, 10:15 AM – 12:00 PM | Location: ACFM Event Room A**Busan Film Commission 25th Anniversary Forum**BFC will host a forum to celebrate its 25th anniversary, addressing key issues in the Korean film industry and AI technology. Titled “The Korean Film Industry and AI Capital, Digital Locations, and Legal Issues,” the forum will be moderated by Kim Seonghoon, Director of Digital Contents Division at Cine21.Keynote speakers include Lee Kyungil, CEO of Saltlux, Korea’s first publicly listed IT company based on generative AI; Chang Wonick, CEO of XON STUDIOS, a leader in virtual production; and Hwang Kyoungil from CJ ENM, who will discuss legal issues related to AI. This forum aims to explore collaborative solutions between generative AI and content creation, amidst growing interest in the convergence of content and technology.Time: October 6th, 3:45 PM – 5:15 PM | Location: ACFM Stage**Busan Film Commission 25th Anniversary Reception**A reception celebrating the 25th anniversary of BFC and the 20th anniversary of AFCNet will take place on Monday, October 7, at 6 p.m. on the 4th floor of the Busan film&audioVisual Industry Center. The event will feature a commemorative ceremony reflecting on the achievements of both organizations, along with a special performance. During the reception, BFC will unveil its new Busan Location Initiative (BLI), designed to enhance location services and support for film production in the city.Time: October 7th, 6:00 PM | Location: Busan film&audioVisual Industry Center, 4th FloorThrough this event, BFC aims to enhance cooperation with industry professionals attending the Busan International Film Festival and further establish the city as a leading hub for film and content production in Asia.※ Attachments: Event Schedule of Busan Film Commission during the 2024 ACFM

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|  | **10/5(SAT)** | **10/6(SUN)** | **10/7(MON)** | **10/8(TUE)** |
|  | **Day1** | **Day2** | **Day3** | **Day4** |
|  | **AFCNet Booth (D17), Busan Film&Audiovisual Industry Center Booth (B22) (9AM - 7PM)** |
| 9:00 |  |  |  |  |
| 10:00 |  |  |  |  |
| 10:15 |  | 10:15 – 12:00**AFCNet 20th Anniversary Seminar**@ACFM Event Room A |  |  |
| 10:45 |  | 10:45 – 12:45**AFiS Project Pitching**@ACFM Event Room A |  |
| 11:00 | **A+B Project PT** @AFCNet Booth | 11:30 – 13:45**AFiS×NAPNet Networking Hour**@AFiS 2nd floor Cafeteria |
| 11:30 |
| 12:00 |  |  |
| 12:30 |  |  |
| 12:45 |  |  |  |
| 13:00 |  | **AFiS X TAICCA****MOU Signing Ceremony**@AFCNet Booth |  |
| 13:30 |  |  |  |
| 13:45 |  |  |  | 13:45 – 15:30**AFiS × NAPNet Forum**@AFiS 1st floor Studio |
| 14:00 | **AFiS X FDCP****MOU Signing Ceremony**@AFCNet Booth |  |  |
| 14:30 |  | 14:30 – 15:30**BFC Story IP Showcase & Awards Ceremony**@ACFM Networking Lounge | 14:30 – 15:30**BVIC & Busan Post Lab Showcase Day**@ACFM Networking Lounge |
| 15:00 |  |
| 15:30 |  |  |  |  |
| 15:45 |  | 15:45 – 17:15**BFC 25th Anniversary Forum**@ACFM Stage |  |  |
| 16:00 |  |  |  |
| 16:30 |  |  |  |
| 17:00 |  |  |  |
| 17:15 |  |  |  |  |
| 17:30 |  |  |  |  |
| 18:00 |  |  | **BFC 25th & AFCNet 20th Anniversary Reception**@BVIC 4th floor Restaurant |  |
| 18:30 |  |  |  |

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