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**Royalty Comes To Hollywood To Champion  
Thai Cinema And The Thai Film Industry At  
The American Film Market 2012**

(Los Angeles, CA -- October 22, 2012) -- Her Royal Highness Princess Ubolratana Rajakanya Sirivadhana Barnavadi will preside over the Thai Film Industry Gala Event held on **November 1st, 2012, 5:30PM in Santa Monica during the American Film Market.**

Organized by the Department of International Trade Promotion (DITP), Thai Ministry of Commerce, the event will be the occasion to celebrate another exceptional year for Thai Cinema and the Thai Film Industry.

With \_\_\_\_\_ having just claimed top prize in Busan IFF this year, Thai cinema keeps building on an impressive run of award-winning films such as Apichatpong Weerasethakul's "Uncle Boonmee Who Can Recall His Past Lives", winner of the Palme d'Or in Cannes in 2010, and Pen-Ek Ratanaruang's "Headshot", Thailand's official entry for next year's Academy Awards.

The success of Thai filmmakers on the world scene parallels the growing appeal of Thailand as a filming destination. Over the first half of 2012, Thailand hosted a record 433 foreign productions, including the highly anticipated "Only God Forgives", Nicolas Winding Refn's follow-up to his massively successful "Drive", also starring Ryan Gosling.

The combination of gorgeous locations, skilled crew with international experience, state-of-the-art facilities and cheap production costs explains why Thailand is set to attract a growing number of international productions. And this trend will be reinforced by the Thai Industry's current drive to form international co-productions and partnerships with foreign companies.

Mr. Phoom Sarapol, Deputy Minister, The Ministry of Commerce of the Kingdom of Thailand and Mrs. Srirat Rastapana, Director-General, Department of International Trade Promotion (DITP), Ministry of Commerce, Royal Thai Government will be attending the event along with industry leaders from Thailand. A number of international celebrities and industry executives will also be present.

Held during the American Film Market 2012, an event attended by more than 8,000 film professionals from around the world, Thai Night will offer the international film community an opportunity to learn about Thai Cinema and Thailand as a film destination, to network with Thai filmmakers and to forge new ties with the Thai film industry.

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