

PRESS RELEASE

Thailand's film industry leads the way for South-East Asia at the American Film Market 2016

In the areas of production, post-production and production services, Thailand once again showed that it is at the forefront of the South-East Asian film industry.

Ten Thai companies, selected by the Department of International Trade Promotion to represent the skills of Thailand's film industry attended the American Film Market,

During the eight days of the AFM, the companies conducted **220 business meetings**, and generated estimated revenue of over **540 million Baht (over US\$15m)**

The Thai presence at the AFM not only demonstrated Thailand's commitment to the creative economy, but also showed the close and supportive relationship of the public and private sector.

The Department of International Trade Promotion hosted an information centre, where visitors could enquire about the services, products and facilities offered by companies in the Thai film and animation industries. Over **118 international companies** visited the information centre, and were given information, literature, and referrals to attending Thai companies. The most common enquiries related to Thailand as a location for international production and Thai production services.

Large banners both inside and outside the market venue created a strong visible presence for Thailand's film industry, emphasizing the five key strengths. These were supported by daily bulletins which reached over 5,000 readers.

Once again, a highlight of the social calendar at the American Film Market was the Thai Night, hosted by the Department of International Trade Promotion, and presided over by **HRH Ubolratana Rajakanya Sirivadhana Barnavadi**. This was not only a chance to raise the profile of Thailand's film industry, but also an opportunity to promote the commercial value of Thai productions, and the new initiatives within the industry, including the forthcoming film incentive measures.

In addition to the ten Thai companies that attended AFM 2016 under the DITP business matching program, other Thai companies attended AFM, including Five Star Production Co., Ltd, which had its own exhibition space.

The Thailand Film Office also attended the American Film Market. The mission of the Thailand Film Office was to announce and promote the new incentive measures for international production which will commence in January 2017. Co-operation and co-ordination between the DITP Information Centre and the Thailand Film Office ensured that visitors benefited from a united Thailand team approach.

For more information, please contact: afm2016@films.in.th

