



Press Release

October 9 – 31, 2017

The Department of International Trade Promotion, Ministry of Commerce will attend the American Film Market & Conference 2017, expecting to generate revenue to the value of 380 million Baht for the Thai film and animation industry.

Mrs. Malee Choklumlerd, **Director General** of The Department of International Trade Promotion (DITP), Ministry of Commerce, announced that DITP will attend the American Film Market & Conference 2017 in Santa Monica, USA. The American Film Market & Conference (AFM) is the biggest film and animation market in the USA. The DITP will use this opportunity to operate a business matching program, raising the profile of the industry, and generating new business potential. Eight Thai companies will attend AFM this year, including:

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| 1. Benetone Films Co., Ltd. | 2. GDH 559 Co., Ltd. |
| 3. Hollywood (Thailand) Co., Ltd. | 4. Imagimax Co., Ltd. |
| 5. Kantana Sound Studio Co., Ltd. | 6. P.L.H. Holding Co., Ltd. |
| 7. Sahamongkolfilm International Co., Ltd. | 8. The Monk Studios Co., Ltd. |

The aim of this year's AFM business matching program is to generate revenue to the value of 380 million Baht – a 10% increase from last year.

Thailand's film industry last year contributed 24 billion Baht to the economy. The animation and computer graphics industry generated 7 billion Baht. 10% of this total is generated through exports, which are expected to increase year on year.

The Department of International Trade Promotion will be on the 5th Floor Atrium, Loews Santa Monica Beach Hotel throughout AFM as a one stop service to give information about Thailand's film and entertainment industry as well as films produced in Thailand.

To schedule a meeting with any of the Thai companies, or for media enquiries, please contact: afm2017@films.in.th