

# PRESS RELEASE

## HERA INTERNATIONAL FILM FESTIVAL OFFICIALLY LAUNCHED

Qingdao, 9 September 2017: Today, co-Chairmen Mr. Aaron Xiao Liu and French native Dr Marceline Girol, introduced the Hera International Film Festival (HIFF), a festival designed by professionals for professionals, that will be hosted by Laoshan district of Qingdao in 2018.

“Today we are thankful that Mr. Alain Jalladeau, co-Artistic Director of HIFF; Professor Christopher Coppola, Head of 3C Youth Program; and Her Excellency, Mdm. Christine Hakim, UNESCO Goodwill Ambassador, are with us to witness this auspicious occasion,” said Mr. Aaron Liu.

Present to witness the auspicious occasion was Mr. Wang Xun, Propaganda Minister of Laoshan District. “We welcome the HIFF and look forward to international film makers coming to China with great hope that it will bridge China and the world’s film industry,” he said.

Speaking about his involvement with HIFF, Alain said, “Together with my brother Philippe, I founded the Nantes 3 Continents Film Festival, focusing on the cinemas of Asia, Africa and South America. Together, we discovered several film directors from around the world, including China’s very own Jia Zhangke, Wang Jiawei, Xu Ke, Hou Xiaoxian and Yang Dechang, Abbas Kiarostami from Iran, Tsai Ming-liang from Malaysia, Im Kwon Taek from Republic of Korea and Souleymane Cisse from Mali,” said Alain.

The 3C Youth Program is designed to welcome all film schools around the world to learn real life experience. “Today with technology, we can shoot films in different locations across the world, and plan to shoot over 50 short films here, with the theme of ‘peace and unity’”, said Prof. Coppola. “The 3C Youth Program is widely supported by prominent personalities including California’s Governor Brown, actor Nicolas Cage, director Wang Wayne, Jeff Clark, the CEO of Eastman Kodak, and many others. Thank you for giving the youth this opportunity,” said Prof. Coppola.

“The Hera International Film Festival has all the ingredients necessary to produce a successful festival which is meaningful for the film industry. Our Artistic Director has helped many film makers in Asia,” said Her Excellency Mdm. Christine Hakim.

In presence of the Honorable Acting Mayor of Qingdao Meng Fanli and Mr. Wang Xun, the Hera International Film Festival, scheduled for the 21<sup>st</sup> - 29<sup>th</sup> September 2018, was officially launched.

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## About the Hera International Film Festival

The Hera International Film Festival (HIFF) is a film festival designed for all professionals in the film industry, and will run from 21st September 2018 to 29th September 2018. The HIFF will be held in collaboration with French film festival icon Alain Jalladeau.

This festival is designed primarily as a cultural exchange, targeted at expanding the knowledge of the worldwide film industry and to share competences. The festival aims to contribute in a constructive manner to improve and uplift the industry.