

ASIAN FILM AWARDS
ACADEMY



Journey to the Fest

Student Visit to the Jeonju International Film Festival

Location: Jeonju, South Korea

Period: 1 - 10 May 2024

APPLICATION DEADLINE: 29 January 2024, Hong Kong time 6pm

Application Guidelines

The **Asian Film Awards Academy (AFAA)**, with the support of **Create Hong Kong** and the **Film Development Fund** of the Hong Kong SAR Government and in association with the **Jeonju International Film Festival (JEONJU IFF)**, will organize a Student Visit, titled Journey to the Fest, to Jeonju International Film Festival in Jeonju, South Korea between **1 - 10 May 2024**. This is to give Hong Kong film and media and cultural studies students the opportunity to develop their skills and enrich their outlook and experience through visiting an international film festival and networking with their peers and professionals from around the world. Students on the Visit will participate in the festival events, talks, attend networking events and watch films. The student group will be led by AFA Academy staff and comprise 6 to 8 students chosen by application and nomination.

For inquiries, please check www.afa-academy.com and contact +852 3195-0610 or info@afa-academy.com.

About Asian Film Awards Academy | www.afa-academy.com

The Asian Films Awards Academy, a non-profit organization, was founded by Busan, Hong Kong and Jeonju International Film Festivals with the shared goal of celebrating excellence in Asian cinema. Aiming to promote and recognize Asian films and its talents, AFAA highlights, strengthens and develops Asian film industry through the annual Asian Film Awards and several year-round initiatives.

The Asian Film Awards was inaugurated in 2007, where members of AFAA are drawn from its past nominees and winners. The category of awards includes Best Film, Best Director, Best Actor and Best Actress.

Our year-round events and programmes are held with the objectives to promote Asian films to a wider audience, expand the film market within Asia, and build and sustain connections among Hong Kong and international film professional. Masterclass Series – in conversation with filmmakers, Journey to the fest – Student Visit to International Film Festivals, Asian Cinerama – Film Roadshow, and Young Film Professionals Programme – overseas training and work-placement, are examples of our year-round programmes. These programmes couldn't have held successfully without the financial support of Create Hong Kong and Film Development Fund of the HKSAR Government. AFAA has worked to promote, educate, inform and develop knowledge, skills and interest in Asian cinema among the industry, students and audiences in Asia and beyond with the support of film festivals and cultural organizations.

The establishment of AFAA demonstrates the growing worldwide relevance and creative strength of Asian film industry. We are honoured to have partnered with industry institutions such as The British Academy of Film and Television Arts, Medienboard Berlin-Brandenburg, the Nipkow Programme, and film festival such as Barcelona, Edinburgh, Taipei Golden Horse, Kyoto HISTORICA and Five Flavours. Guests who have participated in our previous events include Johnnie To, Fruit Chan, Kore-eda Hirokazu, Kurosawa Kiyoshi, Hamaguchi Ryusuke and Odagiri Joe, to name a few.

Jeonju International Film Festival | <https://eng.jeonjufest.kr/>

Launched in 2000 as a non-competitive film festival that adopts partial competition, the JEONJU International Film Festival (JEONJU IFF) introduced independent and experimental films at the forefront to shine a spotlight on the alternative movements of contemporary film art. JEONJU IFF discovers talents of promising filmmakers who could be the future leaders of filmmaking, endorses creative experiments and independent spirits, and provides the opportunity to meet and bond with international filmmakers.

Asian Film Awards Academy
Journey to the Fest
Student Visit to the Jeonju International Film Festival
In association with Jeonju International Film Festival (JEONJU IFF)

Organizer



In Association with



Financially Supported by



Application Guidelines

1. REQUIREMENTS

Students participating in Journey to the Fest - Student Visit to the Jeonju International Film Festival (JEONJU IFF) will be required to plan and execute the Journey's schedule in small groups under the close supervision of an AFA Academy staff member. This is to allow students to experience how a film event can be realized. The process will be recorded by a photography and videography crew for the AFAA's publicity purposes. Each student will submit a written report detailing their activities and evaluation of the journey and attend a debriefing interview organized by Create Hong Kong within one month of return from Jeonju. The AFAA will instruct students on the requirements of the written report upon successful application.

2. STUDENTS' ACTIVITIES ON THE JOURNEY TO THE JEONJU IFF

Students will be given accreditation to JEONJU IFF and will attend events, networking parties, seminar/talks and screenings. Certain events will be designated as mandatory. Led by an assigned AFAA staff member, the students will design a journey that reflects the generally busy activity of professionals at a major film festival and market.

3. PROVISION

- a. The group of 6 to 8 students will be led by AFAA staff to visit the JEONJU IFF;
- b. The AFAA will cover the following costs of successful applicants:
 - Round-trip economy-class air tickets from Hong Kong to Seoul and round-trip train tickets from Seoul to Jeonju (arranged by the AFAA); and
 - Accommodation in Jeonju during the Student Visit (arranged by the AFAA)

4. ELIGIBILITY

- a. Applicants must be a Hong Kong Permanent Resident aged 18 years or above;
- b. Applicants in their second year of undergraduate study onwards may apply. Postgraduate student who has attained an undergraduate degree within the past two years from one of the degree-awarding higher education institutions recognized by the Hong Kong SAR Government may also apply;
- c. Applicants should demonstrate a strong desire to pursue a career in the film or media industries. Priority will be given to film, media and communication studies students;
- d. Applicants must have a good command of spoken and written English (Korean is an advantage);
- e. Applicants must submit completed applications with all specified supporting documents by the deadline. Incomplete applications will not be considered;
- f. Successful applicants must be responsible for their own insurance and visas;
(Note: All travellers need a **passport valid for at least six months** following your departure dates from Hong Kong. Special visas will need to be applied by the applicant by case)

5. SELECTION CRITERIA

The AFAA will evaluate the applications based on the following criteria:

- a. Academic merit supported by;
 - Hong Kong Diploma of Secondary Education (HKDSE) examination results; and
 - Academic transcript from the current tertiary institution
- b. Demonstration of commitment and aspiration to the development of Hong Kong's film industry and culture;
- c. Demonstration of the Student Visit's benefits to the applicant's academic and future professional development;
- d. Academic references;
- e. Professional reference and professional experience (if any).

6. APPLICATION METHOD (ALL OF THE FOLLOWINGS ARE REQUIRED)

- a. Submission by e-mail by the deadline – **26 January 2024, Hong Kong time 6pm.**
- b. Every application must comprise **one full set of the documents** below in English:
 - Scan copy of HKID proving Hong Kong Permanent Resident status;
 - Scan copy of Passport
 - Completed Application Form;
 - Personal statement (no more than 600 words in English), explaining:
 - The reason why you are applying to the Student Visit to the JEONJU IFF;
 - The relevance of your experience and studies to the Student Visit;

- How joining the Student Visit would help you on your career and long-term aspirations; and;
 - How your participation in this Student Visit can contribute to Hong Kong's film industry and culture.
 - Supporting materials of your academic and professional achievements, e.g. copies of your academic transcripts and professional certificates;
 - Signature from at least ONE academic referee and ONE academic/professional referee;
 - At least ONE reference letter from the above referees;
 - A portfolio of your work with a statement of 200 words in English elaborating on how it can demonstrate your personal and academic/professional strengths; and
- (Note: All audio-visual files MUST be submitted in the workable download link)

*Applications must be submitted to the e-mail address: info@afa-academy.com by **26 January 2024, Hong Kong time 6pm**. Please mark “**AFAA – Journey to the Fest (2024)**” in the email title. Applications submitted by e-mail must be on or before the above-mentioned deadline. Under no circumstances will late applications be considered.

7. ANNOUNCEMENT OF RESULTS

The results of the assessment will be announced by late February 2024. The AFAA will only notify selected applicants of the results.

UNDERTAKINGS

The selected Applicant will be required to sign an undertaking form with the AFAA stipulating that s/he will undertake to comply with all terms and requirements stipulated by the AFAA.

The selected Applicant should depart from and return to Hong Kong for the Student Visit on the dates stipulated by the AFAA.

The selected Applicant will be invited to take part in sharing/promotional events that AFAA may organize in the future and participate in any monitoring and evaluation requested by AFAA.

TREATMENT OF PERSONAL DATA

According to paragraph 2.3.3 of the Code of Practice on the Identity Card Number and Other Personal Identifiers issued by the Personal Data Privacy Commissioner (“The Code”), the AFAA may collect the HKID card and/or passport number of the Applicant to verify the identity of the Applicant and/or to identify applications related to the Applicant.

Personal data contained in the application documents are used by the AFAA to facilitate the processing and assessment of applications. Failure to provide such data may affect the assessment and result of the application.

If there is any amendment to the personal data on the application documents, the Applicant must inform the AFAA in writing to ensure that the personal data held by the AFAA is correct

at all times. To help further promote and develop Asian cinema, the AFAA may publish information concerning successful applications in its official publications, website, newsletter and other publicity materials; the AFAA may also use such information for its own research or policy development purposes.

To facilitate the process of assessment, the applicant must allow the AFAA to reveal personal data contained in application/duplicate audio/video recordings of past performances/activities submitted by the applicant to persons/organizations authorized by the AFAA.

Selected applicants will be assessed by persons/organizations assigned by the AFAA. The Applicants must accept that the contents of such assessment reports may be disclosed to the public if required.

The AFAA reserves the right to subcontract processing of any personal data to a data processor consistent with the applicable provisions of the Personal Data Privacy Ordinance.

DISCLAIMER OF LIABILITY

The AFAA reserves the right, in its absolute discretion, not to accept any application submitted. The AFA Academy also reserves the right to amend and/or to supplement and/or to cancel the current invitation for applications and/or the details of the Student Visit as set out in the Application Guidelines at any time without further notice. The AFAA will not indemnify any losses or expenses that may be incurred by the Applicant in such situations or in responding to the invitation for application.

The AFAA is not a tour operator. Each Applicant has to travel on his/her own risk and is advised to arrange his/her own insurances and visas.

The AFAA is not liable for any criminal offences or litigations that the Applicant commits or is involved in during the Student Visit, or approved variation of individual dates.

The AFAA and JEONJU IFF reserve the right to cancel any part of the Program due to any unforeseeable circumstances. The AFAA and JEONJU IFF shall not be reliable in any way for any loss or damage incurred by any applicant for any cancellation of any part of the visit to South Korea.

Under no circumstances will the AFAA be responsible for any damage or loss of the demo reel submitted by the Applicant.

NOTES

- a. The Applicants are responsible for the fees incurred from the applications to the Student Visit, including but not limited to visas and insurance expenses.
- b. As application to the Student Visit is expected to be highly competitive, only shortlisted Applicants will be invited for an interview in early-February 2024. The AFA Academy reserves the right to change the interview timetable without further public notice.
- c. Applicants may consider their applications unsuccessful if they are not notified by 1 March 2024.
- d. For enquiries, please contact +852 3195 0610 or info@afa-academy.com.

Asian Film Awards Academy

+852 3195-0610

info@afa-academy.com

www.afa-academy.com