

For Immediate Release

HKIFFS UNVEILS KEY VISUAL FOR THE 2026 INDUSTRY PROJECT MARKET



Hong Kong, 7 January 2026 – The Hong Kong International Film Festival Society (HKIFFS) has unveiled the key visual for this year's HKIFF Industry Project Market, scheduled to take place from 17 to 19 March, alongside the Hong Kong International Film & TV Market (FILMART).

Renowned Chinese filmmaker and contemporary artist Qiu Jiongjiong created the vibrant key visual, which re-imagines a film crew in action against the backdrop of Hong Kong's Wan Chai district, the primary location for the project market. This artwork reflects Qiu's artistic vision, showcasing his masterful blend of magic realism, often seen in his paintings and films, such as *A New Old Play*.

"Cinema exists everywhere - on every road and wall, in each window, pedestrian, object, and even in fleeting moments," Qiu said of his creation. "This land teems with vibrant, tangible life, as boundless as an epic and as lively as a film crew in motion."

Coinciding with the Golden Jubilee edition of the Hong Kong International Film Festival (1-12 April), the HKIFF Industry Project Market plays a vital role in HKIFFS's industry initiative. Launched in 2024, it includes the long-established Hong Kong-Asia Film Financing Forum (HAF) and continues to promote a supportive environment for filmmakers pursuing financing and co-production opportunities.

HKIFFS will announce the full shortlists for In-Development and Work-in-Progress

projects in the coming months. The 2026 edition of HKIFF Industry Project Market will maintain an Animation Section while introducing a new Genre Section to the official selection.

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About HKIFF Industry Project Market:

The HKIFF Industry Project Market serves as the Hong Kong International Film Festival Society's flagship industry platform. It aims to support filmmakers by facilitating project funding, co-production collaborations, and networking opportunities, advancing outstanding cinematic projects from development to the international stage.

Website: <https://industry.hkiff.org.hk/>

About Qiu Jiongjiong:

Qiu Jiongjiong is an artist and filmmaker whose works have received international acclaim. His experiments with cinematic language and documentary aesthetics have established him as one of China's most influential independent directors. His debut fiction feature, *A New Old Play* (2021), garnered the Special Jury Prize at Locarno, the Firebird Award (Young Cinema Competition, Chinese Language), the FIPRESCI Prize at the 46th Hong Kong International Film Festival, and the Young Jury Award at the 2021 Festival des 3 Continents in Nantes, France, among other honours.

To download information:

<https://usercontent.hkiff.org.hk/Press/@HKIFFIndustryProjectMarket>

Media Contact:

VT Comms

Alice Au Yeung

Tel: (+852) 2787 0706

(+852) 9887 9387

Email: hkiffindustrymedia@vtcomms.com

HKIFF Industry

Lizzie Zhang

Tel: (+852) 2102 7359

(+852) 5545 3639

Email: lizzie_zhang@hkiff.org.hk