



Cambodia Asian Film Festival

1. Background

Cambodia Asian Film Festival(CAFF), born in 2019, is an annual international film festival officially approved and authorized by the Ministry of Culture and Fine Arts of Cambodia. H.E PHOEURNG Sackona, Minister of Culture and Arts of Cambodia, is the Honorary Chairman of CAFF Organizing Committee, and Borak Pok, Head of the Department of Cinema and Cultural Diffusion, Ministry of Culture and Arts, Kingdom of Cambodia, is the Honorary Consultant of CAFF Organizing Committee.

On October 16, 2019, under the witness of Chinese and Cambodian leaders, including Guo Ningning, Vice Governor of Fujian Provincial People's Government, and H.E. Som Sokun, Secretary of State of Ministry of Culture and Arts, Kingdom of Cambodia, the Executive Office of the Silk Road International Film Festival (Fuzhou) and the Organizing Committee of the Cambodian Asian Film Festival signed a Memorandum of Understanding (MOU) on the establishment of a Belt and Road Film Festival Alliance to form a Sister-Film Festival.

Due to the tense situation of the international epidemic, 1st CAFF Awarding Ceremony was held online at the International Conference Hall of Ministry of Culture and Arts, Kingdom of Cambodia.

On August 23-25, 2024, 2nd Cambodia Asian Film Festival was held in Phnom Penh, Cambodia. The event was strongly supported by the Cambodian government, with the Prime Minister of the Kingdom of Cambodia, the Deputy Prime Minister of the Kingdom of Cambodia, the Minister of Culture and Arts of Cambodia, and members of the Cambodian royal family attending the festival, and the participation of about 200 well-known Asian celebrities and entertainers. 2nd CAFF covers 11 Asian countries and regions, more than 500 films have been registered to participate in the competition, while the mainstream media in Asia participated in the whole process of reporting, with a total exposure



of more than 50 million.

2. Date and Venue

Date: in August

Venue: PH Grand Hall, Phnom Penh, Cambodia

3. All Activities

CAFF is divided into awards ceremony (the "Golden Romduol" Award and the "Asian Honor" Award), Red Carpet, film industry dialogues, excellent Asian film screenings and other units. CAFF focuses on the exchange and development of film and culture industry in the countries along the "Belt and Road", and promotes the development of film industry in the Asian region.

4. Jury Members and Film Stars

I . Jury Members of 1st CAFF

Jury President: Hao Lei, Chinese actress

Jury Members:

Him Sotithya from Ministry of Culture and Arts, Kingdom of Cambodia,

Bora Chhay, Cambodian Director

Li Guangfu, Chinese Actor

SokSamath, Cambodian Director

II. Jury Members of 2nd CAFF

Jury President: Malcolm Clarke, British Director

Jury Members:

Teddy Chen, Director, Screenwriter and Producer from Hong Kong, China

ZHOU ZIYANG, Chinese Director

Chhay Bora, Cambodian Director

Sovichea Cheap, Cambodian Director

III. Guests

Princess Jenna Norodom of Cambodia, famous Chinese actress Hao Lei, Burmese actor Paing Takhon, Chinese actress Shaking Chloe, Chinese actress Jiang Mengjie, Chinese actor Sun Xilun, Cambodian actress Shin Yubin, Cambodian actor Khat Vaihang, and Cambodian entertainer Pich Votey Saravody



Nearly 100 Asian stars from China, Cambodia, Malaysia, Myanmar, Thailand and other countries shone on the Red Carpet.

IV. Crews

Detective Chinatown 3, Endless Journey, Lost in the Stars, Ping Pong: The Triumph, Yangzi's Confusion, The Compose, Gone with the Boat, Abang Adik, THE GHOST FIRE, The Change of Growing, The Night Curse Of Reatrei, Rain To

wn, When Mom Gets Old, 2018: Everyone is a Hero, No New Wave and so on.

5. Awards

The "Golden Romduol " Award is the highest award of Cambodia Asian Film Festival, and is the highest honor that CAFF bestows on the latest works of outstanding filmmakers, which includes:

1. Best Film
2. Best Actor
3. Best Actress
4. Outstanding Contribution Award
5. Grand Jury Prize
6. Best Director
7. Best Scriptwriter
8. Best Cinematography
9. Best Original Score
10. Best Debut Film
11. Best Supporting Actor
12. Best Supporting Actress
13. Best Art Director
14. Best Editing
15. Best Newcomer Actor/Actress

The "Asian Honor" Unit includes:

1. Asian Best Film
2. Asian Best Director
3. Asian Most Popular Actress



4. Asian Most Popular Actor
5. Asian Most Popular Supporting Actress
6. Asian Most Popular Supporting Actor
7. Asian Best New Director
8. Asian Best Scriptwriter
9. Asian Excellent Short Film
10. Asian Best Short Film Director

6. Media Influence

I . Media Influence around 1st CAFF

Official media outlets have reported on the Awarding Ceremony at 1st CAFF. These include CCTV6, People's Daily and so on.

As of today, according to incomplete statistics, 1st CAFF has gained hundreds of thousands of retweets, tens of thousands of comments and millions of likes on microblogging, and the exposure has reached the level of three hundred million, and has two ten million level hot topics and one fifty million level hot topics.

II . Media Influence around 2nd CAFF

This event has received extensive attention and coverage from major medias in Asia which includes Asian mainstream media AMS, Chinese mainstream media CCTV6 movie channel, Australia-Asia TV, MGTV, as well as many local Cambodian medias, such as Fresh News and APSARA TV so on.

7. Other Derivative Projects

① China-Cambodia Film Week

The Film Week between China and Cambodia is one of important sections of CAFF. It will be held annually in major cities in two countries. Many Asian filmmakers will be invited to come in order to strengthen cultural exchange and cooperation in film industry. The Film Week includes 3 main parts: film screening, forum, and exhibitions of characteristic cultural products.

Review

I .At Cambodia-China Film Cultural Exchange Week in Phnom Penh in August, 2023, Cambodia Asian Film Festival



Organizing Committee and the Executive Committee Office of the Silk Road International Film Festival (Fuzhou) signed *the Phnom Penh Declaration* to strengthen in-depth exchanges and cooperation.

II. At Cambodia-China Film Cultural Exchange Week in Fuzhou in September, 2023, Under the strong promotion of Cambodia Asian Film Festival Organizing Committee, the Copyright Trading Center of Cambodian Film Culture (China Region) was inaugurated in Fuzhou, which has become an important bridge connecting the film cooperation between China and Cambodia.

III. At Cambodia-China Film Cultural Exchange Week in Xiamen in December, 2023, The Film Department of the Ministry of Culture and Arts of the Kingdom of Cambodia and the Film School of Xiamen University signed a Memorandum of Understanding on Cooperation in Developing Human Resources for the Film Industry, in which the two sides will work together to promote the cultivation and development of film talents in the two countries and regions.

IV. Cambodia-China Film Cultural Exchange Week in Xiamen was well received in 2023, and Chinese people gave high praise to Cambodian culture and films. So we held 2nd Cambodia-China Film Cultural Exchange Week in December, 2024 in Xiamen again to strengthen the communication and cooperation between two countries. The officers from Ministry of Culture and Arts of the Kingdom of Cambodia and Chinese leaders attended the event together, while there were also guest representatives from the film and television industry and media industry of China and Cambodia invited to participate in the event. The film week held a series of wonderful activities such as Cambodian Film Culture Pop-up, film forum, film-themed exhibition, etc., which greatly promoted the depth of cultural exchanges and mutual understanding between China and Cambodia. At the same time, the Cambodian movie was



screened in Xiamen, the number of moviegoers exceeded 1,000, and the attendance rate reached 70%. CCTV6 Movie Channel's "China Movie Report" program tracked the whole report, and the publicity exposure of the Chinese and Cambodian media amounted to more than 5 million.

V . On the occasion of President Xi Jinping's state visit to Cambodia in April 2025, China Film Week in Cambodia opened in Phnom Penh. Shen Haixiong, vice minister of the Publicity Department of the Communist Party of China Central Committee and president of China Media Group (CMG), and H.E. Dr. PHOEURNG Sackona, Minister of Ministry of Culture and Arts, Kingdom of Cambodia have attended the Opening Ceremony. CCTV, People's Daily, China National Film Administration, BTV, APSARA, National News, BREAKIN NIGHT NEWS, SEATV, and many other media followed the whole process. During the film week, China and Cambodia signed the Memorandum of Understanding on Film Cooperation between the National Film Administration of the People's Republic of China and the Ministry of Culture and Arts of the Kingdom of Cambodia. According to the Memorandum, China and Cambodia will further deepen the exchange and cooperation in the field of film, expand practical cooperation in the mutual screening of films, cooperation in filming, personnel exchanges, participation in festivals and exhibitions, etc., so as to inject new impetus into the promotion of cooperation in the field of humanities between the two countries and the development of bilateral relations at a high level.

② "Future Fire" Project

"Future Fire" Project is an annual project organized by Organizing Committee of CAFF. It will be officially announced and open to all participants for registration six months before CAFF.

This project includes two parts: youth filmmakers training camp and short films making cooperation.

We will invite some well-known Asian filmmakers to Angkor Wat for film-making inspirations.



I .Enroll

Three months prior to the festival, a call for applications is open to Asian directors, screenwriters, cinematographers, actors, editors, etc., who are required to submit their work for selection.

II . Enter

Call for about 50 participating teams to enter the camp. Veteran filmmakers will share and guide the creation of the filming.

III. Shoot

Each group of participants will spend 10 days at Angkor Wat, a famous Cambodian attraction, to create and shoot their short films.

IV. Vote

A professional jury will be formed by the organizer and industry experts to select the works and announce the winners.

③ Cambodian Film Culture and Copyright Trading Center

Based on the development strategy of the "the Belt and Road", China and Cambodia need to deepen cultural exchanges and interactions. Film is regarded as the best way to promote mutual culture. So the only normalized operating agency, "Cambodia Film Culture (China) Copyright Trading Center", is set up in China for further friendship and cooperation between two countries.