

Sub-Session 1

New Urbanism: Values, City Governance and People Participation

Culture and Tradition Rehabilitation

Busan

BUSAN

Pusan International Film Festival (PIFF) and Film Industry

Mr. Kim Ku-Hyun, Vice mayor of Busan Metropolitan City

Good Afternoon, Ladies and gentlemen, I am very glad to meet you.

I am Kim Ku-Hyun, Vice mayor of Busan Metropolitan City, Korea.

I am so pleased today to have you all here for the presentation of the success stories of our city Busan. Without further ado, I will begin my presentation on Pusan International Film Festival and Busan's film industry. Please look at the screen.

□ **First, I would like to briefly introduce our city Busan.**

Busan is the second largest city in Korea and the world's fifth largest harbor in terms of container cargo handling capacity after Hong Kong, Singapore, Shanghai and Shenzhen. Busan has a splendid and scenic natural environment with mountains, rivers, and beaches, attracting around 1.5 million overseas tourists every year.

Busan is 762 km² in area and has a population of 3.8 million. It is vigorously marching toward its goal of becoming a logistics and business hub of Northeast Asia and the center of marine culture and tourism.

Busan has a track record of successfully hosting major international events, such as the 2002 FIFA World Cup, the 14th Asian Games and the 2nd World Choir Olympics. The city also hosted ITU Telecom Asia, which is dubbed the Olympics of the IT industry last September and is now preparing for the APEC Leaders' and Ministerial Meetings in November 2005.

□ The presentation I will make today will be about, firstly, a brief overview of the Pusan International Film Festival and its goals, and a brief look at what makes this festival such a wonderful success, and its impact on and relationship with the local film industry. We will then touch on the future plan in conclusion.

□ **First, let's take a look at the Pusan International Film Festival, PIFF.**

Since its inception in 1996, PIFF is being held annually in October for nine days in a mega-size outdoor movie theater with 5000 seats located in Haeundae Beach, modern multi-plexes and several designated theaters in PIFF Square in Nampo-dong.

Commensurate with its world-class prestige, PIFF attracts more than 180,000 people annually, and during the 9th PIFF in 2004, as many as 263 films from 63 countries were shown. Only 224 guests from 27 countries participated in the First PIFF in 1995. This year's festival featured approximately

5,600 guests from Korea and over other 60 countries. Actors and actresses who have attended PIFF include: Jeanne Moreau, Jeremy Irons, Kitano Takeshi, Tony Leung. Leading directors such as Wayne Wang, Abbas Kiarotami, Theo Angelopoulos, Wim Wenders, Zhang Imou have also attended PIFF. PIFF has now firmly established itself as the representative film festival in Asia. Anybody with a serious interest in the film industry, who hopes to survey past and present Asian films or, to keep up with current trends in Asian film-making, must participate in PIFF. To reflect the growing importance of the festival, the Asian edition of the US weekly 'Time' selected PIFF as Asia's number one in the category of film festival, in its choice of the Best of Asia 2004. Next year, PIFF will celebrate its tenth anniversary. Naturally, it will be bigger in size and more productive in content.

The annual budget assigned for the festival is 2.4 million dollars, among the suppliers of the fund are the central government, Busan city government, festival revenue, and private sponsors.

Through PIFF, Busan plans:

- 1) To enhance the image of Busan as a city of culture and to expose the local citizens to various foreign cultures through the art of movies
- 2) To promote the high value-added film industry by successfully hosting the event
- 3) To accelerate the development of the culture and tourism industry

□ Let's take a closer look at how PIFF in its short history has come to establish itself as the representative film festival of Asia:

1) First, The PIFF Organizing Committee is composed of experts in the film industry, with independent managerial rights and operates in harmony with citizens, expert groups, and the city administrators. The city government takes a variety of measures such as administrative and financial aid to provide optimal conditions for PIFF

2) Second, PIFF is focused on non-competitive and non-commercial films, allowing fans and film professionals to experience more diverse films, and only introducing to a limited extent competitive aspects, in an effort to find and award the hidden talents and works of previously unheralded Asian film directors. The PPP (Pusan Promotion Plan), a film market specializing in Asian films, first held during the 3rd PIFF, has successfully covered business aspects of the festival, helping PIFF to become more productive.

3) Third, the enthusiasm and active support of the local citizens. Every year, more than 180,000 people come and enjoy the festival, and they talk to movie stars and directors in outdoor stages, adding to the festive atmosphere. The PIFF is not just a party for the people in the film industry, but for all movie fans. You can feel the true sense of passion and enjoyment of film festival during PIFF.

4) Fourth, the dedicated work of volunteers provides great help with the smooth and efficient running of the festival. You can easily guess how enthusiastic they are in working for the event when more than 3000 people apply for the only 400 volunteer job openings.

5) Finally, the mega-size outdoor screen and 5000 seats prepared during the PIFF in the beautiful Haeundae coastal area, as well as, the many film theaters adjacent to PIFF Squares in Nampodong add the unique and romantic atmosphere to the PIFF.

□ Next, I will talk about the importance of the PIFF to the Korean film industry and especially its impact on Busan's film industry

1) PIFF greatly contributes to the vitality of the Korean and Asian movie industries. For example, the share of the domestic movie market for Korean movies has increased from 16% in 1993 to 61.9% in the first half of 2004 and Korean directors, movie stars have received several awards in world-renown festivals such as Cannes, Berlin & Venice.

The export of Korean movies has also soared from about \$7 million in 2000 to about \$32 million in the first half of 2004.

2) The annual economic impact generated from PIFF is estimated at 24 million US dollars and the annual economic impact from supporting film shootings and locations is 32 million US dollars. Furthermore, through the successful running of PPP, the PIFF is serving as a beachhead for producing and exporting Asian films.

3) The PIFF has greatly enhanced Busan's image as a city of culture and provided excellent opportunities for Busan citizens to experience foreign cultures through watching the participating films. It also makes the people of Busan prouder of their culture.

4) The success of PIFF serves as a strong foundation on which our film industry is leaping further. The Busan Film Commission, established in December 1999 to link the success of PIFF with the development of the film industry in Busan, has supported the filming of more than 20 films per year, about 30% of the number of Korean films annually made in Korea. Before the Commission began its operation, usually only one film per year was made in Busan.

To establish the film infrastructure, our city has set up and operates two film studios and has also set up and operates a film venture center where 18 companies in the film industry are operating. We are also running 'Cinematheque Busan' as a showcase for experimental and independent films. It also provides film-related education and information.

In the private sector, about 20 film-related companies are in operation and the number of professional film educational institutes has also increased with seven film-related departments in five universities and two high schools specializing in film-making.

□ Now, I would like to talk about our future plans.

1) To help make PIFF further develop to become a world-class film festival, our city plans to construct a PIFF Center by 2008. We will also make PPP and BIFCOM, the film-related exhibitions held simultaneously with PIFF more active events, to help make PIFF more productive.

We will also work hard to find quality films and help them advance into world markets

2) We will make our city of Busan an even more favorable film making place.

The Busan Film Commission will do its best to provide location scoutings, shooting studios, equipment rentals, production staffs, information, and all the necessary administrative support to offer a one stop service for film making.

3) We will also be the pivotal meeting point of Asian film industries. In 2002, PPP (Pusan Promotion Plan), the film market specializing in Asian films and BIFCOM, Busan International Film Commission & Industry Showcase were consolidated as AFIC (Asia Film Industry Center). AFIC, which featured a total film market including post-production and other equipment, was a great success. In October this year, we established AFCNet, a network with various film commissions in Asia, in an effort to assist with location scoutings and more smooth film-making.

I hope that through these efforts, Asian countries will be able to better exchange information and human resources. I also hope that AFCNet will be wonderful network serving to enable Asian films to fully compete with those of US and Europe.

□ The Pusan International Film Festival, which started with the hopes of the 4 million Busan citizens, has not only established itself as the representative film festival of Asia, but is playing a significant role in developing and promoting Asian film industry by identifying and introducing quality films.

I would like to ask for your continued interest in and support for PIFF, BIFCOM and AFCNet.

Thank you very much.