

Approved Marketing Assistance Events for Jan 2017 – Dec 2017

(Information is accurate as at 28 October 2016)

Presence of IMDA Pavilion

Month	Event	Location	Period	Closing date for marketing assistance	What IMDA Supports				URL
					Airfare	Living Allowance (Per Day)	Market Badge	Booth Rental	
March	Hong Kong Filmart	Hong Kong	13 Mar - 16 Mar	16 Jan 2017	S\$265.00	S\$223.00	S\$47.77	S\$3,156.45	http://www.hktdc.com/fair/hkfilmart-en/Hong-Kong-International-Film-TV-Market-FILMART-.html
October	MIPCOM	Cannes, France	16 Oct – 19 Oct	21 Aug 2017	S\$818.00	S\$210.00	S\$824.27	S\$5,726.62	http://www.mipcom.com/

Non presence of IMDA Pavilion

Month	Event	Location	Period	Closing date for marketing assistance	What IMDA Supports				URL
					Airfare	Living Allowance (Per Day)	Market Badge	Booth Rental	
January	RealScreen Summit	Washington DC, USA	23 Jan - 26 Jan	28 Nov 2016	S\$1,066.50	S\$215.00	S\$1057.84	NA	http://summit.realscreen.com/2017/
February	Berlin International Film Festival & European Film Market (Berlinale)	Berlin, Germany	9 Feb - 17 Feb	15 Dec 2016	S\$1,114.00	S\$183.00	S\$189.93	S\$288.69	https://www.efm-berlinale.de/en/home/homepage.html
	Kidscreen Summit	Miami, USA	13 Feb - 16 Feb	19 Dec 2016	S\$1,229.00	S\$215.00	S\$1,088.55	NA	http://summit.kidscreen.com/2017/
	Games Developers Conference	San Francisco CA, USA	27 Feb - 3 Mar	2 Jan 2017	S\$979.00	S\$215.00	S\$1091.28	S\$479.10	http://www.gdconf.com/

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March	London Book Fair	Olympia, UK	14 Mar - 16 Mar	17 Jan 2017	S\$789.00	S\$218.00	S\$26.59	S\$930.63	http://www.londonbookfair.co.uk/
April	MIPTV/ DOC/ FORMATS/ CUBE	Cannes, France	3 Apr - 6 Apr	6 Feb 2017	S\$818.0	S\$210.00	S\$729.31	S\$1,777.70	http://www.miptv.com/en/programme/
May	Cannes Film Festival (Festival de Cannes) and Cannes Film Market (Marche du Film)	Cannes, France	17 May - 26 May	22 Mar 2017	S\$818.00	S\$210.00	S\$257.54	NA	http://www.marchedufilm.com/en
August	Gamescom	Cologne, Germany	22 Aug - 26 Aug	27 Jun 2017	S\$818.00	S\$183.00	S\$25.83	S\$1,748.75	http://www.gamescom-cologne.com/gamescom/index-9.php
	Beijing International Book Fair	Beijing, China	23 Aug - 27 Aug	28 Jun 2017	S\$395.00	S\$138.00	S\$71.47	S\$1,959.22	www.bibf.net/EN/
September	Tokyo Game Show	Tokyo, Japan	21 Sep - 24 Sep	27 July 2017	S\$313.00	S\$183.00	S\$39.53	S\$3,201.77	http://expo.nikkeibp.co.jp/tgs/2016/public/en/
October	Frankfurt Book Fair	Frankfurt, Germany	11 Oct - 15 Oct	16 Aug 2017	S\$1,160.00	S\$183.00	S\$569.55	S\$2,453.83	http://www.buchmesse.de/en/
	Busan International Film Festival and Asian Project Market	Busan, South Korea	12 Oct – 21 Oct	17 Aug 2017	S\$397.00	S\$255.00	S\$68.25	S\$784.85	http://www.biff.kr/structure/eng/default.asp