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## Pusan Promotion Plan



Pusan Promotion Plan (PPP) is a pre-market connected to the Pusan International Film Festival in Korea where promising filmmakers and producers can meet with potential co-producers and financiers and, in turn, investors and co-producers can find a diverse selection of the latest Asian projects of top quality. As a dynamic project market focused in Asian cinema, PPP has brought together viable programmes and projects to entice and meet participating film professionals from all over the world for last 10 years.

In 2007, on the occasion of the 10th anniversary, PPP selected 35 projects including non-Asia projects as well as projects with more commercially oriented nature making it possible for them to network and share a diverse thread of recent trends in the film industry. This year again, in the belief and devotion toward Asian cinema, PPP will serve as an essential meeting place by organizing valuable meeting opportunities for both filmmakers with cutting-edge projects and film professionals searching for outstanding talent, creating numerous chances for partnership and co-productions.

Officially selected projects become contestants for 6 PPP awards endowed by PPP official sponsors and partners. The winners of PPP Awards will be announced at the PPP Awards Ceremony on October 13, 2010.

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