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## Hong Kong International Film Festival

Held yearly in March and April (during Eastern holidays) in Hong Kong, China

The Hong Kong International Film Festival (HKIFF) is one of Asia's most reputable platforms for filmmakers, film professionals and filmgoers from all over the world to launch new works and experience outstanding cinema. Established in 1977, the 16-day event showcases over 200 new films and several retrospective programmes. Previously operated by Urban Council and Leisure and Cultural Services Department from 1977 to 2001, and Hong Kong Arts Development Council from 2001 to 2004 respectively, HKIFF is officially corporatized as an independent, charitable organization – Hong Kong International Film Festival Society Limited after completing its 28th edition.

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