



[www.sfnewfilms.com](http://www.sfnewfilms.com)

The 12th Film Festival Opening:  
NOVEMBER 1, 2025

Selected Film Screening:  
NOVEMBER 1 TO NOVEMBER 9, 2025

Award Ceremony Schedule:  
NOVEMBER 9, 2025, SUNDAY  
1:00 PM TO 6:00 PM

Location: Herbst Theater,  
401 Van Ness Ave.,  
San Francisco, CA 94102

Contact Tel: 415-672-2809  
415-225-1168  
650-255-4649



**SAN  
FRANCISCO**  
INTERNATIONAL  
NEW CONCEPT  
**FILM FESTIVAL 12**

舊金山國際新概念電影節

NOVEMBER 1 TO NOVEMBER 9, 2025

INTERNATIONAL PLATFORM FOR  
**CREATIVE FILMS**



**FIONA MA, CPA**  
TREASURER  
STATE OF CALIFORNIA

November 9, 2025

Dear Friends,

As the 34<sup>th</sup> Treasurer of the State of California, it is my pleasure to join the San Francisco International New Concept Film Festival in celebration of its 12<sup>th</sup> annual event.

Since its founding, the San Francisco International New Concept Film Festival (SFINCCF) has been dedicated to fostering creativity, cross-cultural understanding, and independent filmmaking. I commend SFINCCF for its unwavering commitment to nurturing diverse voices in cinema and providing a global platform for new and emerging filmmakers.

This year's event is truly an example of how art and community come together to inspire innovation and storytelling. The festival's continued success, driven by dedicated volunteers and supporters, reflects the passion and perseverance of those who believe in the transformative power of film.

Thank you for taking part in this wonderful celebration of international creativity and artistic collaboration. I extend my sincere best wishes for a successful event and many more years of service.

In Peace and Friendship,



FIONA MA, CPA  
California State Treasurer



Member, Board of Supervisors  
District 11



City and County of San Francisco

CHYANNE CHEN

陳小焱

November 9, 2025

Dear Friends,

As the Supervisor of District 11, it is my great honor to join in celebrating the 12th annual San Francisco International New Concept Film Festival.

Since its founding, the SF International New Concept Film Festival has made a lasting impact by uplifting and providing opportunities to independent film makers internationally to share their stories. Through the organization's commitment to providing a meaningful platform for independent film makers, inspiring young creators are encouraged to experiment with film and inspired to pursue their dreams, fostering a new generation of filmmakers. By bringing together diverse communities, the SF International New Concept Film Festival has created opportunities to raise awareness for marginalized narratives.

On behalf of the City and County of San Francisco, I extend my gratitude to all participating in and supporting this wonderful showcase of creative talent and inspirational stories. I extend my heartfelt wishes for the continued success of the SF International New Concept Film Festival and for continued opportunities for aspiring film makers to thrive.

Sincerely,



Chyanne Chen 陳小焱

San Francisco Board of Supervisors, District 11 第十一區市參事



# City of Millbrae

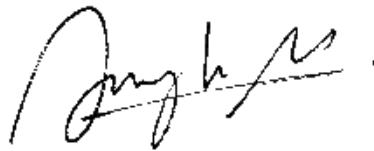
621 Magnolia Avenue, Millbrae, CA 94030

ANDERS FUNG  
Mayor

## San Francisco International New Concept Film Festival

It is my honor to welcome everyone and participate in the 11<sup>th</sup> Annual San Francisco International New Concept Film Festival. This annual festivity is truly an iconic event for the Bay Area. This is an opportunity for all the aspiring and world renowned new concept film artists to showcase their artistry and new ideas. I am excited to see the success of a new generation of artists and how the Film Festival has grown in terms of popularity and representation of the finest of our industry has to offer.

Congratulation to President Joanna Zhang and her team of talented organizers, and we all look forward to the continued success of the San Francisco International New Concept Film Festival.



Anders Fung

Mayor

City of Millbrae

City Council/City Manager/City Clerk  
(650) 259-2334

Fire  
(650) 558-7600

Building Division/Permits  
(650) 259-2330

Police  
(650) 259-2300

Community Development  
(650) 259-2341

Public Works/Engineering  
(650) 259-2339

Finance  
(650) 259-2350

Recreation  
(650) 259-2360

**CITY OF SONOMA**

Wine Country Chinese Legacy Project

*Certificate of Appreciation*

Joanna Zhang, Founder and President  
San Francisco Internation New Concept Film Festival

Your extraordinary dedication and contribution to film art and Chinese American community  
are recognized and much appreciated at the event of the 12<sup>th</sup> Film Festival.  
Presented this 9<sup>th</sup> day of November, 2025.



Jack Ding, City Council of Sonoma