

October 26, 2011

EFP at the American Film Market (November 2-9)



Strong interest in European Umbrella Office and Film Sales Support at the AFM

Frequented as a European meeting point and base for daily business, European Film Promotion's (EFP) umbrella stand at the AFM is again in high demand. 28 companies from 15 different European countries have registered this year, amongst them twelve production companies, twelve sales companies and four marketing organisations including the EFP's member organisations Eye Film Institute Netherlands, the Irish Film Board and Swiss Films. The stand which is located at the market's headquarters, the Loews Hotel, occupying Suite #532 highlights the presence of European films outside of Europe and boosts sales internationally, is financially supported by the **MEDIA Programme** of the European Union.



A Happy Event by Rémi Bezançon, France2011

Most companies such as Banana Films from Belgium attend the AFM regularly but some newcomers such as Winged Lion from the UK visit this important market for the first time and are pleased to take advantage of EFP's base. The UK is traditionally well represented at the stand, this year with seven companies. Sales companies from the Nordic countries include LevelK and Smile Entertainment from Denmark as well as The Yellow Affair from Sweden.

For the first time, companies from Bulgaria and Serbia join EFP's umbrella office at the AFM. With the production company Chouchkov Brothers, the film *Tilt* by Viktor Chouchkov introduced as Best Foreign Language Film at the upcoming Academy Awards® will be represented at the umbrella stand. The film is to be seen at EFP's Industry Screenings in LA, taking place parallel to the markets' business Nov. 2-9 at the Wilshire Screening Room in Beverly Hills.

European Umbrella Office at the AFM, Loews Hotel, Suite #532 - Participating Companies

Austria
EastWest Filmdistribution

Belgium
Banana Films

Bulgaria
Chouchkov Brothers

Denmark
LevelK
Smile Entertainment

Germany
action image
FilmHaus
Intuit Pictures

Finland
Blind Spot Pictures

FAVEX
Mutant Koala Pictures

France
Eurociné
PTZ International

Hungary
Tivoli-Filmproductions

Ireland
Irish Film Board
Subotica Limited

The Netherlands
EYE International

Poland
Gremi Film Production

United Kingdom
CJA / VITA
Homefield Advantage
Honest Buck Productions
Index Entertainment
Reach Up High
Entertainment Ltd.
Stagescreen Productions
Winged Lion

Serbia
Soul Food

Sweden
The Yellow Affair

Switzerland
Swiss Film

In addition to providing the annual umbrella stand, EFP offers **Film Sales Support (FSS)** for the third year in a row for the marketing of European films to North America. A total of €81,000 has been reserved and will be going towards marketing campaigns of 29 European films this time – five more than in the previous year. The films are represented and up-for-sale by such companies as **Film Factory** (Spain), **Doc and Film International** (France), **Europacorp** (France), **Beta Cinema** (Germany), **Protagonist Pictures** (UK) and **The Yellow Affair** (Sweden), to name a few. Supports include two films from Belgium, one from Bulgaria, two from Denmark, eight from France, five from Germany, one from Norway, five from Spain, one from Switzerland, one from Sweden and three from the UK. All requests were approved by EFP's respective member organisations (see below for extensive list of supported films).



Magic Silver 2 – The Quest for the Mystic Horn by Arne Lindtner Ness, Norway 2011

As every year, to encourage networking and business, the meanwhile traditional European reception is being held after working hours, where international professionals meet in a relaxed atmosphere. It is generously supported by EFP's member organisations: Danish Film Institute, Finnish Film Foundation, German Films, Irish Film Board, Magyar Filmunió (the International Division of the Hungarian National Film Fund), Swiss Films and the Dutch Consulate LA.

FSS supported films and companies

6 SALES (Spain)

Captain Thunder And The Holy Grail
(*Captán Trueno y el Santo Grial*)
by Antonio Hernandez, Spain 2011

BETA CINEMA (Germany)

Men In The City II (Männerherzen...und die ganz, ganz große Liebe)
by Simon Verhoeven, Germany 2011

CASTELAO PICTURES (Spain)

Snowflake (Copito de nieve)
by Andrés G. Schaer, Spain 2010

CELLULOID DREAMS (France)

The Year Of The Snake (Im Jahr der Schlange)
by Dennis Gansel, Germany 2011

DEAPLANETA (Spain)

Blind Alley (El Callejón)
by Antonio Trashorras, Spain, Colombia 2011

DOC AND FILM INTERNATIONAL (France)

The Minister (L'exercice de l'état)
by Pierre Schoeller, France, Belgium 2011

EASTWEST FILMDISTRIBUTION (Austria) represented at EFP's Umbrella #532

Combat Girls (Kriegerin)
by David Wendt, Germany 2011

EUROPACORP (France)

A Monster In Paris (Un monstre à Paris)
by Bibi Bergeron, France 2011

FILM FACTORY (Spain)

Cousinhood (Primos)
by Daniel Sánchez Arévalo, Spain 2010

FILMS DISTRIBUTION (France)

Le Skylab by Julie Delpy, France 2011

GAUMONT (France)

A Happy Event (Un heureux Événement)
by Rémi Bezançon, France 2011

INDEPENDENT FILM SALES (UK)

Hunky Dory by Marc Evans, UK 2011

INTANDEM FILMS (UK)

Comes A Bright Day
by Simon Aboud, UK 2011

LATIDO FILMS (Spain)

Ivan's Dream (El sueño de Ivan) by Roberto Santiago, Spain, Mexico, Colombia 2011

LE PACTE (France)

Of Women And Horses (Sport de filles)
by Patricia Mazuy, France, Germany 2011

LEVELK (Denmark)

represented at EFP's Umbrella #532

Ronal The Barbarian (Ronald Barbaren) by Thorbjørn Christoffersen, Kresten Vestbjerg Andersen, Philip Einstein Lipski, Denmark 2011

MEDIA LUNA NEW FILMS (Germany)
Sneakers (Ketcove) by Valeri Yordanov, Ivan Vladimirov, Bulgaria 2011

MEMENTO FILMS INTERNATIONAL (France)
The Other Side of Sleep by Rebecca Daly, Ireland, The Netherlands, Hungary 2011

MK2 (France)
Smuggler's Songs (Les chants de mandarin) by Rabah Ameur-Zaimeche, France 2011

NONSTOP SALES (Sweden)
Magic Silver 2 – The Quest For The Mystic Horn (Blåfjell 2 – Jakten på det magiske horn) by Arne Lindtner Ness, Norway 2011

PATHÉ INTERNATIONAL (France)
Welcome Aboard (Bienvenue à bord) by Eric Lavaine, France 2010

PROTAGONIST PICTURES (UK)
Horrid Henry: The Movie by Nick Moore, UK 2011

REZO (France)

Summer Games (Giochi d'estate) by Rolando Colla, Switzerland, Italy 2011
SOLA MEDIA (Germany)

When Santa Fell To Earth (Als der Weihnachtsmann vom Himmel fiel) by Oliver Dieckmann, Germany, Austria 2011

THE YELLOW AFFAIR (Sweden)
represented at EFP's Umbrella #532
Gone (Försvunnen) by Mattias Olsson, Henrik JP Åkesson, Sweden 2011

TELEPOOL (Germany)
Three Quarter Moon (Dreiviertelmond) by Christian Zübert, Germany 2010

TRUSTNORDISK (Denmark)
ID:A by Christian E. Christiansen, Denmark 2010

URBAN DISTRIBUTION (France)
The Rif Lover (L'amante du Rif) by Narjiss Nejjar, Belgium, France, Morocco 2011

WIDE MANAGEMENT (France)
Sexual Chronicles Of A French Family (Chroniques sexuelles d'une famille d'aujourd'hui) by Pascal Arnold, Jean-Marc Barr, France 2011

For more information on FSS and EFP please see www.efp-online.com

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FSS project partner

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