



## **A Successful New *European Film Market***

The Berlin International Film Festival's new *European Film Market (EFM)* ended on a high note this year. With an exhibition area of nearly 5,000 square metres, more than 250 participating companies from 51 countries, over 650 films, with almost 1100 screenings and 5162 accredited industry professionals, the *European Film Market* in 2006 had its largest turn-out ever. Most *EFM* participants have already booked booths for next year and, in some cases, requested even larger spaces.

"We are delighted the new *EFM* got off to such a successful start as well as by the positive feedback we have received from so many people" says *Market* Director Beki Probst. "The significant number of reservations for 2007 so early in the game underscores this success. Our recent experiences will also enable us to improve the next edition of the *EFM*."

Germany's Chancellor Angela Merkel and the Minister for Cultural Affairs Bernd Neumann officially opened the *EFM* on February 10. They also visited a number of booths and talked with international representatives about film-related issues.

With its modern booth design and technology, the *EFM*'s new venue in the prestigious Martin-Gropius-Bau met with great approval. It also gave the *Market* a new and distinctive "Berlin look".

Top international companies – such as Focus Features, Lakeshore Entertainment and The Weinstein Company from the USA, TF1 and Hanway from Europe, as well as Cineclick and Shochiku from Asia – had stands of their own at the *European Film Market* for the first time. Many long-standing exhibitors participated again as well, including Fortissimo, Celluloid Dreams, Bavaria International and Adrianan Chiesa Enterprises.

Confirming the traditionally close ties between the Berlinale's *Competition* programme and the *European Film Market* were several high profile productions: the German films *Elementary Particles* and *Requiem*, the Australian film *Candy* and Britain's *Road to Guantanamo*. They premiered impressively in the Berlinale-Palast, screened publicly to packed houses and did well at the *Market*, concluding deals worldwide.

Many *EFM* participants reported that business was especially strong in Berlin this year, with advance sales of rights to film projects which are still in the developmental or production stage. In this context, the presence at the *European Film Market* of film funding institutions, joint regional and national

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## *Press Release*



exhibition agencies, the Frankfurt Book Fair, as well as the *EFM*'s own "internal partners", the *Berlinale Co-Production Market* and *Talent Campus*, proved extremely effective.

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