



## Press Release

### Minister of State Monika Grütters Visits the EFM 2014

Monika Grütters, Germany's new Minister of State for Culture and the Media, paid the *European Film Market (EFM)* of the 64th Berlin International Film Festival an official visit this Friday morning. Together with Festival Director Dieter Kosslick, *EFM* Director Beki Probst and *EFM* Co-Director Andrea Kaul, Minister of State Monika Grütters toured the market for an hour and spoke with representatives of various companies. She also took a look at a new initiative of the *EFM* and *Berlinale Talents*, the "*Berlinale Talents Market Hub*". The *EFM* is one of the world's most important platforms for trading film rights and audiovisual content. Held from February 6 to 14, the *EFM* is the film industry's first major international event of the year.

"Alongside the American Film Market and the Marché du film in Cannes, the *European Film Market* is one of the industry's three most vital fairs, and a top trading hub for film producers, distributors, buyers and production agents. At this impressive market place, international business contacts are established, world film rights bought and sold, and information exchanged about current trends and productions. This means the *EFM* is an essential component in the success of the Berlinale, as it appeals not only to screen artists, but also to film industry representatives. Art and culture merge with commercial interests in a sustainable way. The Berlinale and the *European Film Market* - the two work together outstandingly to reinforce Germany as media location," says Minister of State Monika Grütters.

"With her visit, Minister of State Monika Grütters has shown her appreciation of the market, the Festival, and the entire film industry. We are delighted: with the new Minister of State we have another avid film fan on our side," comments Festival Director Dieter Kosslick.

*EFM* Director Beki Probst: "Minister of State Monika Grütters' visit was a clear signal to the international and national film industry, and demonstrated that the new Minister of State cares a great deal about film."

A press photo of the market tour is available for download [here](#).

For more details about the *EFM*, go to: [www.efm-berlinale.de](http://www.efm-berlinale.de)

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