

Press Release



Berlinale 2006: Record Participation at the new European Film Market

The new *European Film Market (EFM)* will be kicking off at the 56th Berlin International Film Festival (February 9-19, 2006) with a record 240 companies from 45 countries planning to take part.

“Due to a new positioning on the calendar of international events, we have been able to develop and further strengthen our role in the global film industry,” comments *EFM* Director Beki Probst. “With a new location in the Martin-Gropius-Bau, optimized infrastructure and new partnerships, our goal is to create an environment which will satisfy both old and new *EFM* participants.”

The increased demand from new companies originates primarily in the US and Asia. Several of the larger US companies such as Focus Features, Lakeshore Entertainment and The Weinstein Company will each be represented with a stand at the *EFM* for the first time. The Asian interest comes from a number of new Japanese and Korean companies, which will join their respective umbrellas and take part in the *EFM* for the first time. Other companies such as Cineclick Asia and Shochiku have branched out from umbrellas to have their own stands in 2006. Established European companies such as Hanway Films, Gaumont and TF1, will also leave their umbrella locations to have their own stands for the first time.

For a current list of exhibitors located at the Martin-Gropius-Bau visit:

http://www.berlinale.de/en/filmmarkt/staende_und_werbung/standliste/index.html

To keep up with increased interest and growth, the *EFM* will move to the Martin-Gropius-Bau in 2006, one of the most beautiful and famous exhibition buildings in Germany. The Martin-Gropius-Bau provides twice the exhibition space as previously available at the 2005 Market and is just a few minutes' walk from Potsdamer Platz. Market locations will be connected via a shuttle service. Exhibitors based outside of the Martin-Gropius-Bau will be reachable via the Info-Desk at the *EFM* and will be listed in the newly designed *EFM* catalogue (if they have films screening in the Market).

“I am convinced that we will experience an exciting Market in 2006,” says Berlinale Director Dieter Kosslick. “Despite strong growth we'll keep the special character of the market and its connection to the festival program will remain a unique feature of the *EFM*.”

Nearly 30% of the Berlinale films in the *Competition*, *Panorama*, *Forum*, *Kinderfilmfest/14plus* and *Perspective Deutsches Kino* sections will be screened

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parallel at the *EFM*. This attractive opportunity to screen movies for the general public and international media while also being able to present them to film buyers contributes to the overall effectiveness of the *EFM*.

The usual total of 24 cinemas in CinemaxX and Cinestar will be reserved for *EFM* screenings. Additional new locations include a 200-seat cinema at the Martin-Gropius-Bau, which will feature market premieres and screenings on HD, and facilities for video screenings at the Berlin House of Representatives located across from the Martin-Gropius-Bau. Additional digital cinemas for “screenings on demand” are also being planned.

Press Office
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