

Press Release



Bright Prospects for the *European Film Market 2008*

Kicking off the annual industry calendar, the *European Film Market (EFM)*, part of the Berlin International Film Festival, opens its doors for business from February 7- 17, 2008.

One of *EFM*'s major strengths is the synergy generated by the combination of the film market and festival. After the soaring growth of the past two years, the *EFM* has successfully established itself as one of the top three international film markets in the world. Bolstered by the growing importance of Berlin-Brandenburg as a film region over the past year, the *EFM* plans to expand its position even further in 2008: "After successfully repositioning the *Market* in 2006, we would now like to reinforce the *EFM*'s status as a top global event for the film business and optimize what we offer to the international film industry", Director Beki Probst said in summing up the organizers' objectives for the *EFM 2008*.

The prestigious exhibition venues, the Martin-Gropius-Bau and the *EFM* Exhibitor Offices at Potsdamer Platz 11, are already booked solid. Even at this early stage, the *EFM 2008*, with a total of 178 companies from 47 countries, can point to an increase in exhibitors over the previous year.

A debate series entitled "*EFM Industry Debates*" conceived and introduced by *EFM*'s official sponsor and main partner, Arts Alliance Media (AAM) will take place from February 8 -10, 2008. It will focus on the challenges of digital film distribution and sales. On three afternoons, topics related to the fields of "Digital Home" and "Digital Cinema" will be highlighted. The "*EFM Industry Debates*" will be held at the Marriott Hotel, which will also be home to three *EFM* "Video Studios" for the second consecutive year.

In addition, a number of events in cooperation with other partners will be offered at the *EFM 2008*: e.g., the "Straight from Sundance" film series, an exclusive showcase of highlights from the Sundance Film Festival; the "Latin American Works-in-Progress" forum, a platform for young talents from Latin America; as well as the "Books at Berlinale" initiative, presented by the *Berlinale Co-Production Market* and the Frankfurt Book Fair.

Last but not least: the new "Gropius Mirror Restaurant" at the Martin-Gropius-Bau, one of the gastronomic highlights of 2007, will be on board again. The attractive mirrored tent with its excellent restaurant and café,

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catered by star chefs, Martin Scharff and Jürgen Koch, will be open during the day to *Market* visitors and those with Berlinale festival accreditation. The “Gropius Mirror Restaurant” can also be rented out for film-related events during the *EFM* 2008.

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Press Office
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