



Press Release

The Market's Hot in Wintry Berlin - *EFM* off to Great Start

The *EFM* reports almost 40,000 visits during the first half of the *European Film Market*. At peak times on Sunday, more than 2,400 international industry attendees poured into the Martin-Gropius-Bau. This is a new record compared with 2009, which registered 1,738 trade professionals.

EFM Director Beki Probst expressed her delight at the positive, energizing atmosphere in the Martin-Gropius-Bau and the Marriott: "People are coming in large numbers, the choice is enormous, the cinemas are full, the mood is great - what more could we ask for!"

For more comprehensive information about the *EFM* and its services please go to our website: www.efm-berlinale.de

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