



## Press Release

### A Good Start for the *European Film Market* 2011

As the 61st Berlin International Film Festival gears up, the *European Film Market (EFM)* will also open its doors to the international film industry on February 10, 2011. With exhibitors from almost 50 countries attending, *EFM* exhibition spaces in the Martin-Gropius-Bau and the Marriott Hotel are nearly booked solid.

“Considering the structural and technical changes facing the film industry, the *EFM* will continue to develop in order to meet the industry’s current needs,” says *EFM* director Beki Probst.

In 2011, the multitude of films on offer, among them numerous market premieres, will be presented in 33 state-of-the-art *EFM* cinemas. After a successful launch last year and the steady growth of the 3D sector, the Market will offer increased opportunities to screen in 3D.

Like in previous years, various *EFM* initiatives and partnerships will give participants additional networking and business opportunities. At the “*EFM* Industry Debates”, now in their fifth consecutive year, international film and entertainment industry experts will discuss current trends, challenges and perspectives. The “*EFM* Industry Debates” will take place from February 11-13, 2011 in cooperation with the international trades Screen International, The Hollywood Reporter and Variety.

The joint initiative with the European Documentary Network (EDN) “Meet the Docs”, which kicked-off in 2009 and successfully carried through to 2010, will be developed further in 2011. The main meeting point for the documentary industry will be the “Meet the Docs” stand in the Marriott Hotel. Here registered documentary filmmakers will have the chance to hold “mini doc screenings” for the first time.

The daily information sessions “Meet the Distributors” and “Meet the Makers” intend to facilitate targeted networking and exchange. All sessions will take place in the *EFM* Lounge in the Martin-Gropius-Bau.

The well-established “Straight from Sundance” sidebar will give international buyers the chance to screen the latest US independent films that will have just premiered at Sundance.

Now with a new focus, the series “German Cinema - LOLA@Berlinale” offers an exclusive look at the past year in German cinema. International industry participants will be presented with a selection of films nominated for the

**61. Internationale  
Filmfestspiele  
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German Film Awards.

Further and detailed information about the *EFM* can be found on the website: [www.efm-berlinale.de](http://www.efm-berlinale.de)

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