

## Press Release



### A Fully Booked Film Market at the 2012 Berlinale

As the year's first film market, the *European Film Market (EFM)* will open its doors at the 62nd Berlin International Film Festival from February 9 - 17, 2012, making it the first meeting and trade platform for the international film industry. The exhibition spaces in the Martin-Gropius-Bau and the Marriott Hotel are already fully booked and screenings, among them numerous market premieres, will take place in over 35 *EFM* screening facilities, including several digital and 3D cinemas.

*EFM* director Beki Probst is enthusiastic that "The interest in the *EFM* and the demand from exhibitors remains very strong. Our goal is to offer an optimal infrastructure and embrace current technological developments for the global film industry, which is why we have specifically invested in the digitalization of our cinemas this year."

The various *EFM* initiatives such as the "*EFM* Industry Debates", "Meet the Docs", "Sundance at *EFM*" or "German Cinema - LOLA@Berlinale", as well as a new initiative "American Independents in Berlin", continue to give important impulses.

For the first time this year there will be a meeting point for independent American filmmakers in the Martin-Gropius-Bau, organized by IFP (Independent Filmmaker Project) together with the Sundance Institute.

Under the new header "Sundance at *EFM*2012" the well-established sidebar "Straight from Sundance" will continue this year, presenting the latest US independent films that have just premiered at Sundance to international buyers.

The successful "*EFM* Industry Debates" will continue in 2012 for the sixth time. This year the high-profile industry event will again be organized in cooperation with the international trades Screen International, The Hollywood Reporter and Variety. From February 10 - 12, 2012 international experts, industry representatives, financiers and journalists will discuss current trends, challenges and perspectives in the film and entertainment industry.

For the fourth consecutive year the *EFM* will present the joint initiative with the European Documentary Network (EDN) "Meet the Docs". An umbrella stand at the Martin-Gropius-Bau will be the central meeting point for the documentary industry. Daily information sessions "Meet the Distributors" and "Meet the Festivals" will take place in the Martin-Gropius-Bau.

**62. Internationale  
Filmfestspiele  
Berlin  
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“Curtain up for German cinema“ is the motto for the *EFM* series “German Cinema - LOLA@Berlinale“, which offers a look at the past year in German cinema. The series will present films long-listed for the nomination to the German Film Awards with English subtitles for foreign buyers.

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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