

Press Release



Berlinale: Andrea Kaul to Co-Direct the *EFM*

Business administrator Andrea Kaul took up her position as the co-director of *the European Film Market (EFM)* on September 1, 2013. Together, she and *EFM* director Beki Probst will continue to develop the *European Film Market*.

“Her expertise will reinforce the *EFM* in its coverage of new business fields on the ever-changing audiovisual landscape, including new television formats. I welcome her warmly to our team,” says Berlinale Director Dieter Kosslick.

Andrea Kaul brings 20 years of experience in the media business to the *EFM*. She has held executive positions for global leaders in marketing, such as IP Deutschland (RTL Group) and BE VIACOM (Viacom International Media Networks Northern Europe). Ms Kaul developed and managed the “Telemesse”, the former central media convention for the German TV industry, and established the New York representation for IP Network (RTL Group) in her capacity as Director of Marketing & Business Development.

“I’m very pleased to have found an excellent partner for the *EFM* co-director position. The *EFM* and its further development will undoubtedly profit from Andrea Kaul’s extensive experience in management and marketing,” comments *EFM* director Beki Probst.

Press Office
October 7, 2013

**64. Internationale
Filmfestspiele
Berlin
06. – 16.02.2014**

Press Office

Potsdamer Straße 5
10785 Berlin

Phone +49 · 30 · 259 20 · 707
Fax +49 · 30 · 259 20 · 799

press@berlinale.de
www.berlinale.de

Ein Geschäftsbereich der
Kulturveranstaltungen des
Bundes in Berlin (KBB) GmbH

Management:

Prof. Dieter Kosslick
(Intendant Internationale
Filmfestspiele Berlin),
Charlotte Sieben
(Kaufmännische Geschäftsführung),
Prof. Dr. Bernd M. Scherer,
Dr. Thomas Oberender

Vorsitzender des Aufsichtsrats:
Bernd Neumann

Amtsgericht Charlottenburg
HRG Nr. 96 · HRB 29357
USt ID DE 136 78 27 46