



## Press Release

### Focus on Mexico at *EFM* 2017

In 2017, Mexico will be the very first "Country in Focus" at the *European Film Market (EFM)* of the Berlin International Film Festival.

The *EFM's* new "Country in Focus" programme is conceived to give the film industry and filmmakers of a country the opportunity to introduce themselves in greater depth and highlight certain aspects.

Supported by the Secretaría de Cultura through the Mexican Film Institute (IMCINE), Mexico's vibrant film scene will present itself at the Berlinale's *EFM* 2017 from different sides. On this occasion there will also be a presentation of new funding programmes for Mexican and Central American documentary film, and as special event at the *EFM's* next annual Drama Series Days (Feb 13 and 14, 2017) a panel discussion on the drama series industries in Mexico and North America. A great number of Mexican producers are expected to attend the festival.

"Mexico in Focus" at the *EFM* is being held during Germany-Mexico Year 2016/2017. As expression of the partnership between the two countries, exchange in the fields of culture, commerce, science and technology is to be intensified.

Berlinale Director Dieter Kosslick comments: "For many years now, our relationship with Mexico has been excellent. Sharing this commitment with our Mexican friends from the IMCINE at the *EFM* is a fantastic opportunity to develop our work together even further. During Germany-Mexico Year, the Berlinale will establish additional partnerships to intensify the dialogue."

Director of the Mexican Film Institute IMCINE Jorge Sánchez remarks: " 'Mexico in Focus' is a major showcase for Mexican filmmakers and their films. We are utterly delighted to have been invited to kick off the 'Country in Focus' initiative at the *EFM*. Mexican cinema has long felt at home at the Berlinale and the *EFM*. Collaborating in this way will surely strengthen our good and longstanding relations."

The *EFM's* "Country in Focus" programme will continue over the next years and so spotlight more countries.

*EFM* Director Matthijs Wouter Knol says: "This new *EFM* initiative, which puts the focus on exciting film countries such as Mexico and allows them to present themselves more extensively, promotes the *EFM's* connections to national films industries and fosters exchange in the international film

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world. Launching this programme with Mexico is the best possible start imaginable.”

The *EFM* will take place from February 9 to 17, 2017 during the 67<sup>th</sup> Berlin International Film Festival.

Press Office  
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