



Press Release

High Demand for the *European Film Market 2013*: All Exhibition Space Fully Booked

The *European Film Market (EFM)* of the 63rd Berlin International Film Festival is off to a good start: all exhibition space at the Martin-Gropius-Bau and the Marriott Hotel at Potsdamer Platz is now fully booked. Due to the high demand, exhibition space was expanded in the first floor of the Marriott Hotel. The *EFM* (February 7 - 15, 2013) is the first meeting place of the year for the international film industry and one of the most important platforms for the sale and exhibition of film and audio-visual content in the world.

"We are extremely pleased with the interest in our exhibition space increasing even further," says *EFM* director Beki Probst. "It is our goal to respond to the current trends and developments in the global industry and to tailor our offer accordingly. We also hope to continue to facilitate the dialogue among our market participants through the *EFM*'s many different initiatives."

The sidebar "Straight from Sundance", which has continued to expand its offer in recent years, celebrates its tenth anniversary at the *EFM* 2013. The new initiative "American Independents in Berlin", organised by IFP (Independent Filmmaker Project) and the Sundance Institute will cater to independent US-American filmmakers again this year.

The successful "*EFM* Industry Debates" will take place for their sixth consecutive year in 2013. The official partner of this high-profile industry event will again be IFA in cooperation with Screen International, The Hollywood Reporter and Variety. International experts will discuss current trends in the film and entertainment industry from February 8 - 10, 2013.

For the fifth year in a row, the *EFM* 2013 will present the joint initiative with the European Documentary Network (EDN) „Meet the Docs“. This year the main meeting point for the international documentary industry will again be in the Martin-Gropius-Bau. „Meet the Docs“ will work in close cooperation with the festival sections, which also screen several documentaries.

The series "German Cinema - LOLA@Berlinale" offers an exclusive look at the past year in German cinema. *EFM* participants and international buyers will be able to view films longlisted for the nomination for the German Film Award with English subtitles.

**63. Internationale
Filmfestspiele
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Further information about the *EFM* can be found on the website:
www.efm-berlinale.de

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Press Office
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