

Cinema do Brasil and the Ministry of External Relations show Brazilian films in the American Film Market

THE EVENT WILL SHOW SEVEN FEATURE FILMS BY PRODUCERS ASSOCIATED WITH THE PROGRAM, SUCH AS “*THE CLOWN*”, “*THE URPRISING*”, AND “*PEACE IN RIO*”, GATHERING PROFESSIONALS OF THE FILM INDUSTRY FROM MORE THAN 70 COUNTRIES.

Cinema do Brasil, a program that promotes the distribution and advertising of Brazilian films abroad, now prepares one more action in the American Film Market, to be held in Santa Monica, USA, from October 31st to November 7th. Seven productions by companies associated with the Program will be shown to the market in the event. In a partnership with the Ministry of External Relations (MRE), Cinema do Brasil will also promote a meeting between Brazilian and foreign professionals.

“The American Film Market is an important access for Brazilian movies into the American market,” says André Sturm, chairman of Cinema do Brasil. He recalls that the Program has participated in the event since 2009, supported by the Consulate-General of Brazil in Los Angeles, promoting the exhibition of films produced by associate companies in the Market Screening and providing support to the delegation with a booth at the event, which this year will be located in Room 712 of The Loews Santa Monica, where the AFM will take place.

The films to take part in the Market this year include “*The Clown*”, by Selton Mello. The feature film was produced by Bananeira Filmes and represents Brazil in the run for a nomination in the Oscar for Best Foreign Language Film.

Other movies will be shown in the Market, such as “*The Uprising*”, by Raphael Aguinaga (produced by Querosene Filmes); “*Who Cares!*”, by Mara Mourão (distributed by Imovision); “*Peace in Rio*”, by Cadu Barcellos, Luciano Vidigal, Rodrigo Felha, and Wagner Novais (distributed by Riofilme); “*Soulbound*”, by Caio Sôh (produced by Lobo Filmes); “*AE-AutoExposure*”, by Juliana Reis (produced by Diversid’arte), and “*Astro - An Urban Fable In A Magical Rio De Janeiro*”, by Paula Trabulsi (Sales Agent: Elo Company).

In addition to the films shown along the event, Cinema do Brasil will promote a meeting with associate producers and distributors and foreign professionals on the Santa Monica Promenade. The event is scheduled to November 3rd, at the Ocean Avenue Seafood restaurant.

Since its first edition in 1981, the American Film Market has had a yearly audience of 8,000 participants, among executives, sales agents, lawyers, directors, distributors, festival directors, sponsors, producers, screenwriters, and others. Every year, the Market has experienced higher participation in the exhibition of films, seminars, and business meetings. The participants will be able to see more than 800 screenings of 400 different films (30 new films every two hours).

Line-Up:

O Palhaço/The Clown, by Selton Mello. Production: Bananeira Filmes

01.11.2012 7 pm Fairmont 4

Astro – Uma Fábula Urbana em um Rio de Janeiro Mágico/Astro - An Urban Fable In A Magical Rio De Janeiro, by Paula Trabulsi. Sales Agent: Elo Company

03.11.2012 9 am Fairmont 5

Quem se importa!/Who Cares!, by Mara Mourão. Distribution: Imovision

04.11.2012 9 am Fairmont 4

5 X Pacificação/Peace in Rio, by Cadu Barcellos, Luciano Vidigal, Rodrigo Felha and Wagner Novais. Distribution: Riofilme

05.11.2012 9 am Fairmont 2

Teus Olhos Meus/Soulbound, by Caio Sóh. Production: Lobo Filmes

05.11.2012 11 am Fairmont 3

Disparos/AE-AutoExposure, by Juliana Reis. Production: Diversid'arte

05.11.2012 1 pm Fairmont 3

O Levante/The Uprising, by Raphael Aguinaga. Production: Querosene Filmes

05.11.2012 3 pm Fairmont 3

Distributors World Cup

Cinema do Brasil is now open to enrollment for the Distributors World Cup. The event has its focus on companies that have distributed Brazilian films since 2005. The more Brazilian films a company has in its catalogue, more points the company gets in the general ranking.

The first phase of this competition is open to enrollment until December 17th. The award is a trip to watch the Carnival parades in Rio de Janeiro in February, 2013.

The second phase of the World Cup, in 2013, will award the three winning companies with invitations to watch football games in the Brazil World Cup, in 2014. The two first companies in the ranking will also be awarded with US\$ 30,000 to be used in the launching of Brazilian films.

To take part in the Distributors World Cup, fill out the form available at <http://www.cinemado brasil.org.br/worldcup/> and submit it by December 17th.

Cinema do Brasil

Cinema do Brasil is a program dedicated to export and promote Brazilian films around the world. Idealized by the Union of Audiovisual Industries of the State of São Paulo (SIAESP), the program established partnerships with Apex-Brasil (Brazilian Trade and Investment Promotion Agency) - which support and participates in project planning and strategy formulation -, and the Secretariat of Audiovisual of the Brazilian Ministry of Culture. Cinema do Brasil has also entered a co-partnership with the Brazilian

Ministry of External Relations (MRE) with institutional support by Ancine (Brazilian Film Agency). The objective of *Cinema do Brasil* is to reinforce and expand the participation of Brazilian audiovisual productions in the international market. To do so, it provides associate companies with logistic and strategic support, enabling these associates to develop co-productions and expand markets for the distribution of their productions, so as to enhance the value of the Brazilian film industry abroad.

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