

October 23, 2012

European Umbrella Office, Industry Screenings and FSS at the American Film Market (Oct 31 – Nov 7)

EFP with threefold presence at the AFM

With 21 European production and sales companies registered from 14 countries, **European Film Promotion (EFP)** is running an European Umbrella Office for the 14th year at the **American Film Market (Oct 31 – Nov 7)**. In addition, EFP will make Film Sales Support (FSS) available for the marketing of 26 European films at the AFM and offers Industry Screenings in LA. All three initiatives, which were created to boost the presence and sales of European films outside of Europe, are funded by the **MEDIA Programme** of the European Union.



The umbrella office, which is located at Suite #524 at the market's headquarters in the Loews Hotel, will be frequented as a European meeting point and base for daily business, particularly by small and medium-sized companies. Altogether, six production companies, ten sales companies and five marketing organisations, including the EFP's member organisations EYE Film Institute Netherlands, the Finnish Film Foundation, the Irish Film Board and Swiss Films will be taking advantage of EFP's base. (Please see below for a line-up of companies / The complete list of FSS supported films will be published till Oct 26).

Most of the registered companies attend the AFM regularly. Among the newcomers are the animation studio Anima Vitae from Finland and the sales and production company Tropicalstorm Entertainment from The Netherlands.

Attending representatives from Swiss Films and EYE International will see their Oscar[®] entries submitted for the Best Foreign Language Film category, *Sister* from Switzerland and *Kauwboy* from The Netherlands being presented at EFP's Industry Screenings during the AFM. The screening series in LA furthermore includes *Our Children* (Belgium), *Vegetarian Cannibal* (Croatia), *In the Shadow* (Czech Republic), *Blancanieves* (Spain), *Unfair World* (Greece), *Just the Wind* (Hungary), *The Third Half* (FYR of Macedonia), and *Made in Ash* (Slovak Republic).

In order to encourage networking and business, the now traditional European reception will be held after working hours where international professionals can meet one another. It is generously partnered by EFP's member organisation German Films and supported by further EFP members Danish Film Institute, Eye Film Institute Netherlands, Film Fund Luxembourg, The Finnish Film Foundation, Magyar Filmunió (the International Division of the Hungarian National Film Fund) and Swiss Films.

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ANCC/ Albania Austrian Film Commission Baltic Films British Council Bulgarian National Film Center Croatian Audiovisual Centre Czech Film Center
Danish Film Institute EYE Film Institute Netherlands Film Center Serbia Film Fund Luxembourg Finnish Film Foundation Flanders Image Georgian
National Film Center German Films Greek Film Centre ICAA/ Spain ICA/ Portugal Icelandic Film Centre Irish Film Board Istituto Luce Cinecittà
Kosova Cinematography Center Macedonian Film Fund Magyar Filmunió/ Hungarian National Film Fund Norwegian Film Institute Polish Film Institute
Romanian Film Promotion Slovak Film Institute Slovenian Film Centre Swedish Film Institute Swiss Films Unifrance Films Wallonie Bruxelles Images

European Umbrella Office at the AFM, Loews Hotel, Suite #524 – Participating Companies

Austria	France	Sweden
EastWest Filmdistribution	Eurociné	NonStop Sales AB
Belgium	Hungary	The Yellow Affair
Banana Films	Tivoli-Filmproductions	Switzerland
Denmark	Ireland	Swiss Films
LevelK	Irish Film Board	United Kingdom
Germany	Luxembourg	Index Entertainment
action image	Delux Productions	Not A Number
Finland	The Netherlands	Productions
Anima Vitae	EYE International	Reach Up High
FAVEX	Tropicalstorm	Entertainment Ltd.
The Finnish Film	Entertainment	
Foundation	Serbia	
Fisher King Productions	Soul Food Distribution	

For more information on the initiatives and EFP please see www.efp-online.com

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EFP is supported by the MEDIA Programme of the European Union and by its EFP member organisations. In addition, EFP's promotion and PR activities are backed by the Centre national du cinéma et de l'image animée (CNC) as well as by private sponsors. The Hamburg-based office is financially supported by the German Minister of State for Culture and the Media and the Ministry of Culture of the City of Hamburg.

With the support of the MEDIA Programme
of the European Union



EFP is supported by

