

°efp – the payoff

films. talent. spirit.
europe!

In 2021, EFP promoted European films and talent to raise the visibility for European cinema internationally and to help the industry be competitive and access markets around the globe. Here comes the payoff.

europe! umbrellas outside of europe

at Hong Kong, Toronto, Asian Contents & Film Market Busan

- ▶ strong joint European presence outside of Europe
- ▶ on-site, about 70 sales agents and promotion institutes have more than 2,000 meetings with buyers, promoting more than 200 new European films
- ▶ online umbrellas saw increasing numbers of participants

europe! at sundance

- ▶ the virtual EUROPE! Hub at Sundance promotes the European films at the festival.
- ▶ EFP connects the European filmmakers with the industry, with a focus on North American distributors.

arab critics' award

- ▶ create a taste for European films in the Arab world
- ▶ 71 Arab film critics from 15 Arab territories vote on among 25 submissions. Awarded at the Cairo Film Festival, the winning film receives outstanding media attention in the Arab world.
- ▶ **winner film 2021**
107 Mothers
by Peter Kerekes (Slovak Republic, Czech Republic, Ukraine)

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european shooting stars

at the Berlinale

- ▶ unique and trusted brand to identify the newest acting talent from Europe
- ▶ 333 actresses and actors from 34 countries were presented in 24 years
- ▶ of the annual ten actresses and actors, seven are cast after the event.
- ▶ **famous alumni**
Riz Ahmed
(*Sound of Metall / Flee*)
Alba Rohrwacher
(*Three Floors*)
Marwan Khenzari
(*Instinct*)
Pilou Asbaek
(*Game of Thrones*)
Seidi Haarla
(*Compartment No 6*)

the changing face of europe. new european documentaries

at the Hot Docs Documentary Film Festival, Toronto

- ▶ prominent visibility for new European documentaries
- ▶ the selected titles are available to the industry via the festival's online platform DocShop and to the Canadian audience via the Hot Docs public online platform
- ▶ 120 meetings each year between the filmmakers and North American buyers and festival programmers
- ▶ participating directors pitch new projects to over 200 key international decision makers
- ▶ online editions 2020 and 2021 kept the level of attention:
2019: 2710 views
2020: 2324 views

producers on the move

at the Cannes Film Festival

- ▶ a multi-faceted programme maximising the exposure and networking opportunities for emerging European producers
- ▶ 458 producers in 22 years from 36 European countries
- ▶ 41 co-productions, with 60 producers involved (2016-2021)
- ▶ **recent example**
The Innocents (2021)
by Eskil Vogt (Norway, Sweden, Denmark, United Kingdom, France, Finland)

europe! voices of women in film

at the Sydney Film Festival

- ▶ visibility and recognition of best European women directors
- ▶ presentation to the Australian audience with their films depicting European diversity: the majority of the films come from smaller countries
- ▶ **among the directors**
Blerta Basholli
Hive (Kosovo)
Ninja Thyberg
Pleasure (Sweden)
Charlène Favier
Salom (France)

future frames

at the Karlovy Vary International Film Festival

- ▶ targeted industry network programme for film school graduates
- ▶ 70 new filmmakers introduced to industry and public in seven years
- ▶ 11,000 festival guests watched their short films

europe! goes busan

- ▶ cultivate a taste for European films in South Korea and Asia by promoting 50+ talent and their films at the Busan International Film Festival

mercado del cine francés y europeo

at the Miami International Film Festival

- ▶ boutique market: 20 European sales agents meet buyers from Latin America to present the newest European titles

film sales support

- ▶ 2,200 films from throughout Europe received a promotional boost via FSS including innovative digital approaches
- ▶ enables sales companies to reach out to 400 overseas buyers
- ▶ building up of a network of close on 100 of Europe's most prolific world sales companies
- ▶ **recent successful films**
I'm Your Man (Germany)
Clara Sola (Sweden, Germany, Belgium, Costa Rica)
Compartment No 6 (Finland, Germany, Estonia, Russian Federation)

partner



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°efp european film promotion