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Focus on Canada at EFM 2018

Description

Posted by Larry Gleeson

n 2018, Canada will be the next â??Country in Focusâ?• at the *European Film Market* (*EFM*) of the Berlin International Film Festival. The *EFM*â??s â??Country in Focusâ?• programme, launched in 2017, e opportunity to introduce present itself from a variety of perspectives at the Berlinaleâ??s *EFM* 2018. The highlights of the Canadian programme at the market will be published by September. A high number of Canadian producers and other film professionals are expected to attend the festival.



From left to right: Michel Pradier (Director Project Financing, Telefilm Canada), Marielle Poupelin (Director International Promotion, Telefilm Canada), *EFM* President Beki Probst, Berlinale Director Dieter Kosslick and *EFM* Director Matthijs Wouter Knol at the signing of the contract

â??Canada in Focusâ?• at the *EFM* is being held on the occasion of â??Canada 150â?•, which marks the 150th anniversary of Confederation in Canada. As an 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: â??For many years now, our relationship with Canada has been excellent and weâ??re neighbours of the Canadian Embassy at Potsdamer Platz. Sharing this commitment with our Canadian friends from Telefilm Canada at the *EFM* is a fantastic opportunity to develop our work together even further.â?•

Telefilm Canadaâ??s Executive Director Carolle Brabant remarks: â??We are honoured to be invited as the 2018 â??Country in Focusâ?? at the *European Film Market* in Berlin. â??Canada in Focusâ?? is an important global showcase for Canadian creators that will enable Canadian content to reach new audiences and will create new export opportunities for our industry. Canadian cinema has long felt at home at the Berlinale and the *EFM*. Collaborating in this way will only strengthen our good and longstanding partnership.â?•

EFM Director Matthijs Wouter Knol says: â??The opportunity to focus on and extensively present film countries such as Canada at the market supports not only the *EFM*â??s relationships with individual film industries internationally, but also fosters exchange between the film industries themselves. Canada will have spectacular visibility at the upcoming *EFM*.â?•

The *EFM* will take place from February 15 to 23, 2018 during the 68th Berlin International Film Festival.

(Source: Berlinale Press Office)

Category

1. #BIFF

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