HOLLYWOODGLEE, LLC
1226 N Salsipuedes Unit C 1(805)704-5994 |https://hollywoodglee.com Larry@HollywoodGlee.com



The European Film Market celebrates 30 year anniversary

Description



30 years ago, the *European Film Market* (*EFM*) celebrated its premiere as an international trade market for films at the 38th Berlin International Film Festival. Today, the *EFM* is one of the most important film markets worldwide. It has become considerably more than just an industry get-together and distribution point: Starting with the digital transformation, the *EFM* began strategically opening up to new market participants, business fields, products and distribution paths. In recent years the *EFM* has increasingly positioned itself as a place for innovation and change in the film trade â?? without losing sight of its core business as a marketplace offering high-quality content. Its numerous platforms provide the film industry with trendsetting impulses that effectively strengthen its position as one of the most important international transfer points for moving pictures. The exhibition spaces for the upcoming *EFM* of the 68th Berlin International Film Festival at Martin-Gropius-Bau and the Marriott Hotel are already fully booked. More than 9,000 exhibitors, license traders, producers, buyers and

investors are expected to attend the event over the course of nine market days from February 15 â?? 23, 2018.



EFM director Matthijs Wouter Knol

â??The industry is still in the midst of change. The digital transformation is not yet complete and new possibilities for film that are worth a closer look are constantly opening up. With its platforms and different formats, the *EFM* provides participants with the tools to meet the contemporary challenges of the business.â?•



Beki Probst, President and founder of EFM

President and founder of the *EFM* Beki Probst comments on the anniversary: â??When the *EFM* began in 1988, it was clear that the Berlinale wanted to create a meeting point for the industry and that our planned format of a *European Film Market* would work. We never imagined that the *EFM* would become one of the most important film markets worldwide, reflecting the movements and pioneering spirit of the film industry in an incomparably diverse way. In all modesty: The *EFM* is a success story and has consistently been one for 30 years.â?•



Berlinale Director Dieter Kosslick

Berlinale Director Dieter Kosslick congratulates Beki Probst on 30 years of successful work: â??Without Beki Probst and her contacts worldwide, her charm and cosmopolitan gift for combining business and culture, the *EFM* would never have become such a successful platform and the strong backbone of the festival.â?•

In its anniversary year, Canada will be the â??Country in Focusâ?• at the *EFM*. Canadaâ??s successful film industry will present itself comprehensively and highlight special aspects of Canadian filmmaking.

(Source: Berlin Press Office)

Category

1. #BIFF
2. Berlin Film Festival
3. European Film Market

Date Created
December 15, 2017
Author
hollywoodglee