



EUROPA DISTRIBUTION - PRESS RELEASE

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DISTRIBUTION WORKSHOP
Annecy International Animation Film Festival and its Market (MIFA)
June 10-12 2013

For the 7th year in a row, Europa Distribution is hosting a distribution workshop at the Annecy International Animated Film Festival and Market, on the distribution of animated movies. It will take place from 10th to 12th June and will comprise an open panel, jointly organised with the festival. About 20 independent distributors members of the network will participate in this event.

On Wednesday June 11th in the morning, distributors will get together in order to share recent and innovative experiences on animation. Favouring interactivity, each participant will present a brief case study before his peers to foster the reflexion on this topic.

This workshop will be followed in the afternoon by the open panel organized in partnership with the MIFA, in the salon Verdi A&B (Imperial Palace) at 4:30pm. Entitled "Building a relationship with the audience since the production stage: a key for successful release?", the discussion will shed light on how an early cooperation between producers, sales agents and distributors on promotion issues can strengthen animation films' releases. Moderated by Peter Debruge, the panel will be nourished by the expertise of four different speakers: Lionel Curt (Agence MNSTR), Annemie Degryse (Lumière Publishing), Arthur de Pins (Maybe Movies) and Anne Sanchez (Agence Mercredi).

Attending distributors will also participate in MIFA's activities such as the pitching session on Tuesday 10th, the Works in Progress and the market.

Europa Distribution is the European network of independent film distributors. Founded in 2006, it has rapidly grown to its current 142 members in 29 countries and has become a key voice championing Europe's independent film industry. The body has also created an invaluable database of promotional and technical information on hundreds of European films called CIDINET, supported by the MEDIA Programme.

CONTACTS: For information about the Annecy workshop, contact: communication@europa-distribution.org



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