

EUROPA DISTRIBUTION 11TH ANNUAL CONFERENCE

Karlovy Vary International Film Festival – July 2-6

Brussels, June 27 2017.

For the 3rd year in a row, **Europa Distribution** will hold its **Annual Conference** in the scope of **Karlovy Vary International Film Festival**. The event will take place from July 2 to 6 and will bring together 40 independent distributors, all members of the European network.

On **Monday July 3, from 09.30am to 11.30**, an open panel organised in partnership with KVIFF and the LUX Prize will be entirely devoted to exploring this theme with experts from the field. The panel, entitled “**The Constant Gardeners - What role for distributors in the new film industry ecosystem?**”, will be an occasion for scholars, marketing experts and representatives of industry lobbies and public institutions to share their research and perspectives with distributors. What are the new trends of the market? How can the available data be interpreted? And, what are the challenges faced by distributors today?

The confirmed panelists are **Ben Johnson** (GRUVI), **Nikolas Moschakis** (FIAD), **Huw Jones** (University of York) and **Liesbeth Sträter** (University of Antwerp). The panel will be moderated by **Michael Gubbins** (SampoMedia) and **Bogdan Wenta**, Member of the European Parliament, will give a keynote speech.

The Panel will represent the starting point of a discussion that distributors will continue on Tuesday, during a private workshop. On this occasion, marketing and piracy experts Ben Johnson and Chris Anderson (MUSO) will address some of the newly available marketing tools and analyse the possibilities offered by piracy in terms of targeting audiences. Distributors will gather in smaller round tables, in the interest of exploring the topics further and sharing their individual experiences in the field.

Attending distributors will also participate in the festival activities, including works in progress, meetings and special screenings. The General Assembly will also provide an opportunity for members to discuss the activities of the Association.

NOTE FOR THE EDITORS: *Europa Distribution is the association of independent film distributors, created in 2006. With more than 120 leading independent distributors representing 28 countries in Europe and beyond, it serves as the voice of the sector and acts as a network and a think tank. Since its creation, Europa Distribution has accompanied and reinforced the integration and collaboration process between its members through information, brainstorming and training sessions. The network's aim is to strengthen the existing ties to improve the curation, promotion and distribution of independent films.*

CONTACT: For more information about the presence of Europa Distribution in Karlovy Vary, contact: communication@europa-distribution.org