



EUROPA DISTRIBUTION WORKSHOP

Annecy / MIFA 2009

June 9-11 2009

Accommodation : Résidence Adagio

Conference Center: Imperial Palace - Centre des congrès

Tuesday 9th June

3.15pm-3.30pm: Official Opening Europa Distribution / MIFA

3:30-6pm: The distribution of animation movies in Europe (opened to MIFA accredited) - Salons Verdi A&B

What is the difference between releasing a long feature film and an animation movie? What are the strengths and weaknesses of animation movies compared to feature films? How to optimize the distribution of a European animation movie in Europe? Are pan-European strategies better adapted to animation films than to feature films? Can European companies “import” American global strategies on the European market?

Moderation: Jean-Paul Commin

- Marc Vandeveyer - Cartoon Movie - Belgium
- Jean de Rivières - Walt Disney Studio - France
- Jean Labadie - Le Pacte - France

7:15pm : Drink at the partners' club (Bonlieu)

8:30pm: Opening Dinner of the distribution workshop - Brasserie Les Vieilles Prisons

After the restaurant: Party of the Autodesk creators at the Bowl (in Cran-Gévrier, near Annecy).

Wednesday 10th June

9:30 - 12:30: Marketing workshop (opened only to ED participants) - Salon Haendel B

This workshop aims at optimizing the distribution of independent animation features in Europe thanks to case studies on upcoming movies. The objective of these case studies is to strengthen the early collaboration between producers and distributors and to enhance the communication and the cooperation between European distributors.

Moderation: Jean-Paul Commin

- **Case study - *A town called Panic* - Stéphane Aubier & Vincent Patar :**
 - o Vincent Tavier (La Parti, Belgium)
 - o Philippe Bober (Coproductio Office, France)
 - o Marc Bonny (Gebeka, France)
 - o Daniel Treichler (Frenetic, Switzerland)
- **Case Study - *The True Story of Puss 'n Boots* - Pascal Hérold, Jérôme Deschamps, Macha Makeieff :**
 - o Pascal Herold
 - o Matthieu Gibling (MK2 Intl, France)
 - o Emil Simeonov (Pro Films, Bulgaria)
 - o Marcin Piasecki (Kinoswiat, Poland)
 - o Charlotte Maignan (MK2 Diffusion, France)
- **Merchandising : Anne Sanchez (Mercredi Agency, France)**



1:00-2:30: Lunch Break - Restaurant MOON

3pm: Private visit of the MIFA

4:30pm: Premiere (Bonlieu Theater)

6:30 pm: Opening cocktail of the Mifa at the Imperial Palace

10:00 pm: Opening party of the Mifa at "La Plage", close to the Imperial Palace

Thursday 11th June

9:30 and 11 am: Works in progress meetings of films in production
Presentation by the film teams of projects in production

12:15 - 13:45 pm: Features at Noon interview sessions
Visit behind the scenes of the production process of features in competition - in presence of films crews

About Europa Distribution

Europa Distribution, with a membership of 70 leading independent distributors representing 19 countries, serves as the voice of the European independent film distributor. It acts as a lobby, a think tank as well as a network and aims to develop a strong European film industry. The Dardenne Brothers are the Presidents of Honour of the Association. The Board of Administration, chaired by Régine VIAL (Les Films du Losange / France) & Antonio MEDICI (Bim / Italy) is composed of 13 independent European distributors, representative in terms of nationality, type of structure, and cultural diversity.

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