

**ANNECY/MIFA 2009 / EUROPA DISTRIBUTION
PRESS RELEASE DISTRIBUTION WORKSHOP
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With the support of the **MEDIA Programme of the European Union**, Europa Distribution (European network that gathers 70 independent distributors from 19 European countries) has held its first distribution workshop of the year during the Anecy Film Festival / MIFA 2009. The objective of these distribution workshops is to **enhance the communication and the cooperation between European distributors** and thus to **strengthen the competitiveness of European films**.

The Europa Distribution workshop was moderated by Jean-Paul Commin and gathered 25 distributors, producers, sales agents and experts from 10 European countries. Among the distributors : Svend Jensen (Arthaus – Norway), Gabor Csurdi (Budapest Film – Hungary), Jean Labadie (Le Pacte – France), Daniel Treichler (Frenetic – Switzerland), Marcin Piasecki (Kino Swiat – Poland), Emilia Bandel (Mikado – Italy), Laurence Petit (Haut et Court – France), Rose-Marie Strand (Folkets Bio – Sweden), François Scippa-Kohn (Chrysalis – France), Annemie Degryse (Lumière – Belgium), Marc Bonny (Gebeka – France), Sarah Chazelle (Jour 2 fête – France), Emil Simeonov (Pro Films – Bulgaria), Sonia Rastello (Memento Films – France), Marynelle Debétaz (Cineworx – Switzerland), Charlotte Maignan (MK2, France), Jean de Rivières (Disney France); producers : Pascal Hérold (Herold & Family, France), Vincent Tavier (La Parti – Belgium); sales agents : Philippe Bober (Coproductio Office – France/Germany), Matthieu Giblin (MK2 International – France); experts : Marc Vandeweyer (Cartoon Movie – Belgium), Anne Sanchez (Mercredi – France).

The participants took part in a **discussion forum on the distribution of animation movies** and in a **marketing panel with a focus on licensing and 2 case studies**: *The Story of Puss' Boots* & *A Town called panic*. They also participated actively in the MIFA.

The leitmotiv of these 2 days was to discuss the possibilities of pan-European release strategies for animated films. The main conclusion was that the **sharing of information, ideas and even costs at European level was essential today for independent distributors** who are facing a very competitive market.

This is why Europa Distribution is developing right now an **online database called CIDINET for the sharing of information on promotional and technical material**. CIDINET will be launched this summer with the support of MEDIA.

In addition, Europa Distribution will hold its **second distribution workshop during Paris Cinema/Paris Project on July 6-8 2009**.



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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