

Europa distribution organises Latin America workshop



The opportunities and obstacles involved in co-producing and distributing Latin American films were analyzed in a Europa Distribution workshop on Friday, focusing on case-studies of "La Zona" (Mexico/Spain) and "El baño del Papa" (Uruguay/Brazil/France).

Participants emphasized the growing worldwide demand for Latin American films - due to their originality and "exoticness" - and the pivotal role played by the Spanish film industry as a core co-production partner and market.

Argentina and Mexico were rated key suppliers, with growing protagonism from Chile, Brazil and Colombia.

Distributors emphasized the vital role played by festivals as a filter and promotional showcase for Latin American works, highlighting Cannes and Berlin, followed by Toronto and San Sebastian.

Edward Fletcher of U.K.'s Soda Pictures - who has just sold TV rights for "El baño del papa" to the BBC - predicted increasing direct digital distribution of branded collections of Latin American films after their festival exposure.

Oistein Refseth of Norway's Arthaus outlined the pioneering Filmpool venture, involving 3 top Norwegian festivals and pubcaster NRK, enabling him to generate good revenues from festival admissions.

AGENDA SALES OFFICE

GAURHOYTODAY

10:00-13:00 y 14:30-17:30 - Kursaal, Sales Office Salas 8 y 9

Reunión de Europa Distribution (Red de Distribuidores Independientes Europeos)

Cine Español (Nuevas formas de distribución en España)
Presentación del Proyecto Cine Sin Fronteras
Encuentro con Productores Españoles (en colaboración con FAPAE)

Klaus Rasmussen of Germany's Bavaria Int'l explained he picked up "El baño del papa" after San Sebastian's Films in Progress section in 2005, well before its 2007 premiere at Cannes.

Alexandre Mallet-Guy of niche French distribberty Memento, described how "La Zona" was able to qualify as a European co-production, due to Spanish scriptwriter and actors, thus allowing him to tap MEDIA funding and make a \$0.37 million P&A spend on 40 prints - clocking up 120,000 admissions in France.

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Martin DALE