



COACHING, NETWORKING, BUYING, MARKETING

CINE SIN FRONTERAS WORKSHOPS

Workshops for European and Latin-American Distribution Professionals

Sales agents, theatrical and DVD distributors, exhibitors, festival managers, VOD platforms managers...

Mexico-City / Mexico / FICCO : February 22-25 2009

Toulouse / France / RCALT : March 22-26 2009

General Objectives :

- to encourage and facilitate the two-way flow of cinematographic works in commercial and non commercial circuits.
- to strengthen the cooperation and solidarity between cultural entities and between the audiovisual industries of EU Member States and those of Latin-America
- to work on the marketing and promotion of European films in Latin-America and Latin-American films in Europe

An initiative of Europa Distribution, ARCALT, FICCO and CICAIE

- Europa Distribution, European network that gathers sixty independent distributors coming from 19 European countries.
- The Rencontres Cinémas d'Amérique Latine de Toulouse, Festival focused on Latin-American movies and organizing Cine en Construcción and feature films in development.
- FICCO, Mexico City International Contemporary Film Festival.
- The CICAIE, International network of arthouse exhibitors.



Information:

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Organized within the framework of the
Media Programme of the European Union.

2 WORKSHOPS

(Mexico-City/Mexico & Toulouse/France) / 12 Participants / 30 Professionals

The 1st Cine Sin Fronteras Edition for the Latin-American and European Distribution Professionals

LECTURES

- Market analysis
- Public Policies
- Digital Projection
- VOD
- Political and commercial networks

WORKSHOPS & DISCUSSION FORUMS

- Buying a European and Latin-American movie
- Seeking new tracks to improve the two-way flow of cinematographic works
- Communicating & Marketing
- Networking

CASE STUDIES ON RELEASED & UPCOMING MOVIES

- European and Latin-American Success Stories
- Working with Kids & Schools
- Promoting a European film in Latin-America and vice-versa
- Festivals
- Network for Action

SCREENINGS & MARKET

- Screenings of unreleased European and Latin-American movies presented by their director and the sales agent
- Presentation of sales agents' line ups with a focus on European and Latin-American movies

Objectives:

- **Give a large and concrete overview on classical distribution and exhibition** in the 2 continents
- **Analyze the impact of new technologies** on the circulation of Latin American movies in Europe and reciprocally (risks and opportunities)
- Analyze the successes or failures of already released movies (promotion strategy, role of the press,...) so that **participants can optimize their distribution strategies.**
- **Concretize the collaboration between buyers regarding the release strategy** of upcoming movies. The participants can share information, experiences and even costs. This is the first step before a closer cooperation of Latin-American distributors for the distribution of European movies and of European distributors for the distribution of Latin-American movies.
- **Encourage the acquisition of Latin-American movies in Europe and of European movies in Latin-America** thanks to the organization of a small and focused distribution market whose objective is to stimulate the conclusion of agreements between buyers and exporters of EU countries and buyers/exporters of Latin-American countries.

APPLICATION : ONLINE ONLY

Deadline: November 20 2008 // Details and conditions by October 20 2008 on www.cinesinfronteras.org

CSF will cover the travel and subsistence costs for the selected participants.

The CSF workshops are held in 2 languages : English and Spanish. Nevertheless, the workshops and the communication with professionals of many different countries require a fair knowledge of conversational English.

