

EUROPA DISTRIBUTION

14th ANNUAL CONFERENCE IN ROME
October 14-18 2020



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Mercato Internazionale
Audiovisivo
Film - Drama - Doc

ROME OCTOBER 14 | 18
2020

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MEDIA



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PROGRAMME

In **Black**, the Europa Distribution activities and in **Grey**, activities linked to the MIA (see programme on [MyMIA](#) access with your personal credentials)

WEDNESDAY OCTOBER 14

ARRIVALS

16:00 – 18:00 **ROUND TABLE – Independent Films Distribution at the Time of the Streamers**
– Upon direct and mandatory registration via the MIA website
*A Closed-doors round-table moderated by **Michael Gubbins** (Sampomedia, UK), with the participation of **Carole Baraton** (Charades, France), **Kevin Chan** (MUBI, UK), **Thania Dimitrakopoulou** (The Match Factory, Germany), **Eve Gabereau** (Modern Films, UK), **Stefano Massenzi** (Lucky Red, Italy), **Mattias Nohrborg** (TriArt Film, Sweden), **Susan Wendt** (TrustNordisk, Denmark)*
Venue: Palazzo Barberini, Sala 3 “Paesaggi”

18.30 – 19.30 **EUROPA DISTRIBUTION CLOSED WORKSHOP – Case Studies on innovative tools: Scouting content with the MOONDAY App**
Venue: Sala 2 L’Arancera, Palazzo Barberini, via delle Quattro Fontane, 13 (see maps)

The Moonday’s Team will present several concrete Case Studies on how the Moonday App can help distributors in managing their daily tasks: from prospecting and exchanging information with their teams and partners, to monitoring the selling of their films’ catalogues.

SPEAKERS: **Olivier Bronckart, CEO, Moonday (BE)**
 Géraldine Imbert-Cléry, Business developer, Moonday (BE)

20.00 – 22.00 **EUROPA DISTRIBUTION GET-TOGETHER DINNER**
Venue: Ristorante il Boncompagni (see maps)

THURSDAY OCTOBER 15

09.00 – 10.30 **EUROPA DISTRIBUTION CLOSED WORKSHOP – Case Studies on innovative tools: Marketing and use of the data created with GRUVI**
Venue: Palazzo Barberini Sala 1 “L’Arancera”, via delle Quattro Fontane, 13 (see maps)

GRUVI will present two case studies to show their work on the audience data collected via GRUVI’s landing pages and how these data have been useful in order to improve the results of different countries’ releases for the following films:

- *Portrait of a Lady on Fire* across five European countries (pre-Covid-19)
- *Babyteeth* across three European countries (during the Covid-19 crisis)

SPEAKER: **Mikkel Bay, Digital Marketing Campaigns Manager, GRUVI (DK)**

10.30 – 11.30 **FILM PITCHING FORUM - Session #1**
Venue: Palazzo Barberini, Sala 1 “La Scala”

- 12.00 – 13.00** **Film Talk: *Some Clues about pitching. Interactive masterclass with Agathe Berman, pitching expert, a.k.a. the pitchologist***
Venue: Palazzo Barberini, Sala 3 “Paesaggi”
- 16.30 – 17.30** **Film Talk: *Developing Original Films for Local Audiences with the OTT Platforms***
Venue: Palazzo Barberini, Sala 1 “L’Arancera”
- 17.30 – 19.00** **What’s Next Italy**
Venue: Palazzo Barberini, Sala 1 “La Scala”
What’s Next Italy is a special program focused on work-in-progress Italian films: an exclusive market event where international buyers can find out about the freshest and yet-to-be seen titles by both well-established and emerging Italian filmmakers

FRIDAY OCTOBER 16

- All Day** **MIA Activities (market screenings, meeting, TV and Doc co-productions, market pitching sessions)**
See programme on [MyMIA](#) access with your personal credentials
- 9.30 – 10.30** **FILM PITCHING FORUM - Session #2**
Venue: Palazzo Barberini, Sala 1 “La Scala”
- 9.30 – 10.30** **ROUND TABLE – Meet the Experts in collaboration with EAVE - Session #1**
Company sustainability & Pandemic crisis: it could work!
With Finance Expert Linda Beath
Venue: Palazzo Barberini, Sala 3 “Paesaggi”
- 10.30 – 12.00** **C EU SOON**
MIA Film presents the third edition of C EU Soon, the work in progress dedicated to first and second features by European directors.
Venue: Palazzo Barberini, Sala 2 “L’Arancera”

Atomic Hope by Frankie Fenton; ***Dark Heart of The Forest*** (*Le coeur noir des forêts*) by Serge Mirzabekiantz ; ***Sea of Time*** (*Zee van tijd*) by Theu Boermans; ***Slightly Open Doors*** (*Злегка прочинені двері*), by Khachatur Vasilian & Olexandr Bykov ; ***Stepne*** by Maryna Vroda ; ***The Drummer*** (*Drameri*) by Kote Kalandadze; ***The Penultimate*** (*Den Næstsidste*) by Jonas Kærup Hjort
- 10.30 – 12.00** **ROUND TABLE – Meet the Experts**
Casting: Go Ahead, Ask Me Anything!
Karin Dix hosts an open conversation with the International Casting Director Cassandra Han
Venue: Palazzo Barberini, Sala 3 “Paesaggi”
- 17.00 – 18.00** **FILM TALK – *Blurring the lines: what future for International Co-Productions?***
In cooperation with ACE Producers
European and International co-production in Covid times and beyond: financing and producing a film in the contemporary, ever-changing scenario. An open conversation among producers, financiers and funds on how to face the current and future challenges and re-shape the rules of the game together.
Venue: Palazzo Barberini, Sala 2 “L’Arancera”

SATURDAY OCTOBER 17

9.30 - 11.00

EUROPA DISTRIBUTION & MIA PUBLIC PANEL – Physical and Online

Venue: Palazzo Barberini, Sala 2 L'Arancera, via delle Quattro Fontane, 13 (see maps)

**“EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT DISTRIBUTION BUT WERE AFRAID TO ASK:
THE SURVIVAL KIT TO KEEP BRINGING FILMS TO AUDIENCES IN TIMES OF CRISIS”**

For more than 6 months now, the Covid-19 outbreak is having a huge impact on our personal and professional lives. Cultural and creative industries are among the most impacted industrial eco-systems and solid support is not there yet when it comes to distribution.

While theatres have been forced to close, reopened with strict sanitary measures in place, and are still hoping to soon reopen full steam, audiences are still reluctant to go back to a closed space with as direct consequence most markets at their lowest compared to previous years. The lockdown created a captive market for T/SVOD and proved there is still an appetite for film, and in this fast-changing market dynamics, distributors have kept adapting their business models and marketing strategies at light speed.

But what is their current situation, their perspectives? What is the outlook for the future?

How does it interact with the situation as faced by partners such as exhibitors and producers? Will we soon face a shortage in films to distribute in theatres? What are the solutions to lower the impact of the crisis on our sector and allow distributors and their partners to bring European films to their audiences? What is their reality, and what is needed to allow what has always been a strong and adaptable industry to still deliver cultural diversity and business value?

And finally, what about the concepts of post-pandemic “New Normal”, “New Opportunities” that are supposed to change the way we exploit films?

SPEAKERS:

Margherita Chiti – Head of Acquisitions & Sales, Teodora Film (IT)

Oscar Eriksson – Head of Acquisitions, Folkets Bio (SE)

Huub Roelvink – Founder & Managing Director, Cherry Pickers (Benelux)

Ira Von Gienanth – CEO & Acquisition Manager, ProKino (DE)

MODERATOR:

Michael Gubbins – Analyst, journalist and consultant (UK)

11.00 – 12.00

FILM PITCHING FORUM - Session #3

Venue: Palazzo Barberini, Sala 1 “La Scala”

12.30 – 13.30

Future-proofing Europe: What is ahead for AV industries?

In collaboration with Creative Europe Desk Italy MEDIA

Venue: Palazzo Barberini, Sala 2 “La Scala”

DEPARTURES

SUNDAY OCTOBER 20

MIA ACTIVITIES & DEPARTURES

USEFUL INFORMATION

TO ENTER IN ITALY

According to **Order of the Italian Health Ministry dated 7 October 2020**, for all people entering Italy who, in the previous fourteen days, have stayed at or travelled through **Belgium, Czech Republic, France, Netherlands, Spain, and the United Kingdom** the following measures apply:

- a) presentation of a certificate of having undergone, within 72 hours prior to entering Italy, a molecular or antigen test, performed by swab, with a negative result;
- b) obligation to undergo a molecular or antigen test, to be performed by swab, at the time of arrival at the airport (during the hours of 09:00 and 18:00, as established by the Lazio Region), or within 48 hours after entering Italy at the reference local health authority.

It is mandatory for everybody to fill in the following Self-declaration [e-Form](#) for entering Italy from abroad.

For more information relative to the measures applied in Italy, please check the updates on the [website of the Italian Ministry of Foreign Affairs](#), the [InfoCOVID questionnaire](#) and the [website of Rome's Airports](#).

MIA DISTRICT: COVID-19 PROOF MARKET

- Temperature measurement at the entrance
- Sanitising mats at the entrance
- Minimum 1 metre distance between seats
- Plexiglass dividers
- Tables are sanitised after every meeting
- Single-portion food packaged by staff wearing the necessary IPDs

Each participant will be provided with:

- 4 KN95 Masks
- 4 Gloves
- 1 Goggles
- 1 Sanitizing gel

We remind you that since 2 October 2020 in Rome it is mandatory to wear a mask everywhere, both indoors and outside.

TRANSPORTATION

TO REACH ROME CITY CENTRE

All the information below comes from the airports' websites. Please refer to them for all the details:

- Ciampino (<http://www.adr.it/web/aeroporti-di-roma-en-/pax-cia-to-from>) or
- Fiumicino (<http://www.adr.it/web/aeroporti-di-roma-en-/pax-fco-to-and-from>)

TRAIN:

- Ciampino: **The nearest train station to the airport is in the town of Ciampino**, connected to the airport by buses (journey time of 10 minutes on average, buses every 30 minutes); A **train** service connects the Ciampino railway station to the Termini railway station in an average time of 15 minutes. You can buy an integrated ticket (Ciampino Airlink) at the airport for 2,70 €.

- Fiumicino: **Leonardo Express**, a non-stop service exclusively for airport passengers to/from Rome Termini railway station leaving every 15 minutes with a journey time of 32 minutes. The ticket is 14 €.

!! Definitely the best option !!

At Termini railway station change to **METRO Line A** and stop at Barberini station to reach the MIA district.

TAXIS:

Taxi service is available at the Arrivals Terminals of both airports. Fixed fees apply. Going from Fiumicino to Termini railway station costs 48 €, from Ciampino to Termini railway station the price is 30 €.

Authorized Taxi vehicles are white with a "TAXI" sign on the roof. The symbol of the Municipality of reference is fixed to the front doors and the license number is located on the doors, on the back and inside the vehicle. Any other vehicle could be driven by persons not in possession of a valid taxi permit.

Pay attention to Uber cars: in Rome Uber only provides luxury cars at expensive rates.

BUS:

A daily connection between the airports and Rome Termini railway station is provided by these companies:

Sit

Tel.: +3906 5916826 / 06 5923507

www.sitbusshuttle.it

Terravision

Helpdesk: Tel: +39 06 97610632

Termini Kiosk: +39 06 97843383

email: helpdesk@terravision.eu

www.terravision.eu

Romeairportbus-schiaffini

Tel.: +39 06 7130531 /+39 06

71305377

Email: apciampino@schiaffini.com

www.romeairportbus.com

METRO:

Once you arrive at Termini railway station by bus, train or taxi, you can take **METRO Line A** and stop at Barberini station to reach the MIA district.

From **Ciampino airport**, you can take a local bus (run by Atral company) departing from Gate 2 of Atral and reach the Anagnina metro station. The ticket costs 1.20 € and the ride takes about 20 minutes. From Anagnina metro station you can take the A line of the metro, which stops both at Termini railway station and at Barberini station.

THE MIA DISTRICT

The MIA district is in the restricted traffic area in the center of Rome (see maps):

- **CINEMA QUATTRO FONTANE – Via delle Quattro Fontane 23**

- **PALAZZO BARBERINI – Via delle Quattro Fontane 13**

Accessible by:

METRO:

Line A to Barberini

BUS:

Lines C3, 52, 53, 61, 62, 63, 80, 83, 85, 116, 150, 160, 175, 492, 590

CAR, PARKING LUDOVISI:

Via Ludovisi, 60 at 7-minute walk

GENERAL INFORMATION

ACCREDITATION

This year you won't need to collect a physical badge, you should have received the festival accreditation with your information and the QR Code to access the event via mail from MIA.

You will need to present your virtual access badge with the QR Code in order to enter the Barberini District.

Accreditation desk contact: accreditation@miamarket.it

CONTACTS ON-SITE

FOR QUESTIONS RELATED TO THE MIA

Francesca Palleschi f.palleschi@miamarket.it

FOR QUESTIONS RELATED TO THE ED ANNUAL CONFERENCE

Lucrezia Staccoli +39 333 3141 786

Christine Eloy +32 496 20 86 22

MAP – MIA DISTRICT & ED ACTIVITIES



PALAZZO BARBERINI

Via delle Quattro Fontane, 13
+39 06 481 4591

CINEMA QUATTRO FONTANE

Via delle Quattro Fontane, 23
+39 06 8880 1283

RISTORANTE IL BONCOMPAGNI

Via Boncompagni, 83
+39 06 4201 6251

WHO'S WHO

WORKSHOPS' SPEAKERS



Mikkel Bay

Digital Marketing Campaigns Manager, GRUVI (DK)

Mikkel Bay is working with Gruvi as responsible for the digital marketing campaigns in the United Kingdom, the Netherlands, Scandinavia, and Spain. Collaborating with mostly distributors, he is in charge of developing strategies for performance driven campaigns. Working with releases such as *The Gentlemen*, *Bad Boys for Life*, *Portrait of a lady on fire*, *The Farewell*, *Marianne & Leonard*, *Queens Corgi*, Mikkel has a great understanding of a large variety of content, and how to cut through the noise to the right audience. Post-graduating from Copenhagen Business School with a master in Managing Creative Processes, Mikkel has a deep understanding of the business environment for creative products, and how to deal with the uncertainties of the success of content releases.



Olivier Bronckart

CEO, Moonday (BE)

Olivier has worked for more than 20 years in the film industry as a producer, distributor and manager of a Tax-Shelter company. More than a hundred films have been produced or co-produced, but also a hundred films have been distributed. He has collaborated with many directors including Luc and Jean-Pierre Dardenne, Joachim Lafosse, Bouli Lanners, Costa Gravas. He managed the companies Versus Production, O'Brother Distribution and Inver Tax-Shelter until 2018, when he created Moonday to support the film and audiovisual sector through new technologies. He benefits from an in-depth knowledge of the sector combining artistic and economic aspects. He was trained at the ULiège in Cinema and Audiovisual and at HEC Liège.



Géraldine Imbert-Cléry

Business developer, Moonday (BE)

Géraldine is Business developer at Moonday since April 2020. Formerly responsible for international sales of children's animated series at Awol, she was then in charge of sales and acquisitions of films dedicated to cinema at All Rights Entertainment.

PANEL'S MODERATOR



Michael Gubbins

Analyst, journalist and consultant (UK)

Michael Gubbins is an analyst, journalist and consultant, who has been working in the film, media and cultural sector for more than 15 years. He writes influential reports on the changing media and cultural environment in Europe; and is a sought-after and experienced moderator, keynote speaker and organiser of conferences, Think Tanks and events around the world. He has worked in more than 30 countries with organisations and businesses along the film value chain and across media sectors, including music, games and television. Gubbins was been editor of leading film and creative industry publications, including Screen International and Screen Daily, and Music Week in a 25-year career in newspapers and magazines. He was also chair of regional screen agency Ffilm Cymru Wales until 2019.

PANEL'S SPEAKERS



Margherita Chiti

General Manager and Head of Acquisitions & Sales, Teodora Film (IT)

Margherita Chiti is a film buyer with a long-standing experience both in distribution and production. After a Bachelor Degree in History of Cinema from University of Bologna, and 4 formative years in distribution at Mikado Film, Margherita joined Warner Bros Italy Production Team and then, in 2007, Nanni Moretti's Sacher Distribuzione as Head of Distribution.

At the same time, she worked as Productions Assistant for Luigi Musini's and Roberto Cicutto's production companies On My Own and Cinemaundici. In 2012 Margherita joined Teodora Film Distribuzione as Head of Acquisitions and TV Sales. She is now partner and General Manager. For over 10 years she's been working as an expert for the EU Creative Europe Agency in production, distribution, online and access to markets funding schemes. Since April 2018 she's Co-Founder and Board member of Women in Film, TV & Media Italia.



Oscar Eriksson

Head of Acquisitions, Folkets Bio (SE)

Oscar Eriksson has been working at Folkets Bio since 2014 and is Head of Acquisitions since 2018. Folkets Bio is one of the main art house distributors in Sweden and also a cinema cooperative with 15 cinemas attached to the Folkets Bio name. During the years at Folkets Bio he worked with both Folkets Bio's short film program, Swedish documentaries and lately with acquisitions. During the years

Oscar has been working with titles such as *Portrait of a Lady on Fire*, *There is no Evil*, *Bait* and Swedish documentaries such as *Idomeni*, *Transistra* and *The Raft*.

Oscar's background is in festivals and he has worked at a number of film festivals in Sweden. He is still the festival director of Cinema Queer – Sweden's largest LGBTQ-film festival.



Huub Roelvink

Founder & Managing Director, Cherry Pickers (Benelux)

Huub Roelvink is the founder and managing director of Cherry Pickers Filmdistributie, a Benelux distribution company releasing approximately 12 titles per year. Recent titles include *Bacurau*, *The Whistlers*, *Proxima* and *Undine* among many others. Before founding the company in 2016 he was managing director of Imagine Filmdistributie Netherlands and founder of Cinema Delicatessen, a distributor specialized in documentaries.

Huub also has a wide experience in cinema programming and exploitation, starting his career as a student in Criterion cinema in Amsterdam, and subsequently programming various arthouses and being managing director of arthouse LUX in Nijmegen.

Huub holds a Masters in Social Anthropology from the University of Amsterdam.



Ira Von Gienanth

CEO & Acquisition Manager, ProKino (DE)

Film Distribution is the intermediary between director and producer and the public. Curating a lineup is challenging, but satisfying coming from the riches our hugely different film cultures offer every year. Prokino's selection is auteur driven, giving audiences the possibility to explore and discover.

From Almodóvar to Frears, via Haneke and Herzog, through Jeunet, Leigh and Loach, Matteo Garrone, Nanni Moretti, François Ozon, Paweł Pawlikowski, Thomas Vinterberg, Steve McQueen, Danny Boyle and Dani Boon and Tom Tykwer – these are just some of the names Prokino has been privileged to work with. They also were happy to offer films by Maren Ade, Andrea Arnold, Susanne Bier, Valérie Donzelli, Anne Fontaine, Marjane Satrapi, Lone Scherfig and Emily Atef among many others. Upcoming are Viggo Mortensen's *Falling* and James Erskine's *Billie*.

Ira von Gienanth has been a long-time board member of The European Producers Club and the European Film Academy.

ED DISTRIBUTORS (in alphabetical order by country)

Country	Company	Name	Email
Belgium	Imagine Film	Christian Thomas	c.thomas@imaginefilm.be
Bulgaria	Pro Films	Emil Simeonov	emil.simeonov@profilms.bg
Denmark	Angel films A/S	Poul Erik Lindeborg	lindeborg@angelfilms.dk
Denmark	Camera Film	Kim Foss	kim@camerofilm.dk
Egypt	MAD Solutions	Alaa Karkouti	alaa.karkouti@mad-solutions.com
France	BAC Films	Alexis Hofmann	a.hofmann@bacfilms.fr
France	Epicentre Films	Daniel Chabannes	daniel@epicentrefilms.com
France	SWIFT / Equation	Didier Costet	d.costet@swiftprod.com
Germany	Prokino Filmverleih	Ira Von Gienanth	ira.gienanth@prokino.de
Germany	Mindjazz Pictures	Holger Recktenwald	holger@mindjazz-pictures.de
Greece	Feelgood	Soli Beraha	sberaha@feelgoodentertainment.gr
Italy	Teodora Film	Margherita Chiti	margherita.chiti@teodorafilm.com
Lithuania	Kino Pavasaris Distribution	Aiste Racaityte	aiste@kinopavasaris.lt
Netherlands	Cherry Pickers Filmdistributie	Huub Roelvink	huub@cherrypickersfilm.nl
Netherlands	Arti Film	Hans Kok	hans@artifilm.nl
Netherlands	Just Entertainment	Jean Heijl	jean@justfilmdistribution.nl

Portugal	Films 4 you	João Paulo Abreu	Joao.abreu@films4you.pt
Portugal	Outsider Films	João Froes	joaofroes@outsider-films.pt
Portugal	Desforra Apache	Sofia Pires	Sofia.pires@osomeafuria.com
Spain	A Contracorriente Films	Eduardo Escudero	eduardo@acontracorrientefilms.com
Sweden	TriArt	Eva Esseen	eva.esseen.arndorff@triart.se
Sweden	Folkets Bio	Oscar Eriksson	oscar.eriksson@folketsbio.se
Switzerland	Cineworx	Pascal Traechslin	traechslin@cineworx.ch
United Kingdom	Curzon Artificial Eye	Eleonora Pesci	eleonora.pesci@curzon.com

NOTE-TAKER



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ABOUT EUROPA DISTRIBUTION

Europa Distribution is the association of independent film distributors. **With about 115 leading independent distributors representing 30 countries in Europe and beyond**, it serves as the **voice of the sector**, and acts as a **network** and a **think tank**.

Since 2006, Europa Distribution has been creating new bridges for its members to share knowledge and mutualise experience. Through dedicated brainstorming and training sessions, open panels, informal gatherings, the Association's aim is to enhance the circulation of information and ideas and to improve the curation, promotion and distribution of independent films.

Isabel Coixet is the President of Honour of the Association. The Board of Administration, chaired by **Stefano Massenzi (Lucky Red, Italy)** and **Kim Foss (Camera Film, Denmark)** is composed of 11 independent European distributors, representative of all members in terms of nationality, type of structure and cultural diversity. The list of current members is available on our website: <http://www.europa-distribution.org>



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• let's •
TALK

With the support of the MEDIA Programme of the European Union

