



ED WORKSHOP IN LOCARNO

August 3-7 2012



Industry Days

4-6 | 8 | 2012

Festival del film

Locarno

EYE ON FILMS



THE SITE FOR EUROPEAN CINEMA
CINEUROPA



Workshop on digital distribution
Locarno - August 6, 2011



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PROGRAM

Venues addresses and maps at the end of the booklet

FRIDAY 3 AUGUST

11pm: Opening Party of the Industry Days

SATURDAY 4 AUGUST: MARKETING WORKSHOP (Hotel Belvedere)

Moderation: Birgit Heidsiek, Cineuropa

- 9:30-10:45am: **Anya Rutsche** (LBI Germany, Germany): Digital marketing strategies for every budget: Do's and Don'ts, Best practice examples, Tools and more
- 10:45-11:15am: **Pierre-Alexandre Labelle** (Under the Milky Way, France) : Presentation of Waveback

Coffee Break – 15 min

- 11:30-12:30pm: **Sarah Calderon** (The Film Agency, Spain) : Pan-European marketing possibilities
- 12:30-1pm: **Astrid Böhmisch** (Senator, Germany) : Case Study on *Les Intouchables*

1pm-2:30pm: Lunch Break

- 2:30-3:45pm: **Ian Thomson** (McAInsh Consulting, UK): Optimizing PR for arthouse films in today's market

Coffee Break – 15 min

- 4pm-6pm: **John Durie** (Strategic Film Marketing, UK): Positioning a film in today's market (test cases, recruited audience screenings...)

6pm: Happy Hours at the Paravento (Via Cappuccini 8).

8:30pm: Europa Distribution Dinner at Ristorante Bellavista

SUNDAY 5 AUGUST

Participation to the industry days

12:30pm: Industry Lunch (Hotel La Palma)

6pm: Happy Hours at the Bar Festival (Viale Balli 2).



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MONDAY 6 AUGUST

9:30-1pm: EDI Workshop in partnership with Eye on Film (open to EDI & Eye on Film members) – Hotel Belvedere

Moderation: Wendy Mitchell, Screen International

- 9:30-10:15: **Adeline Monzier (Europa Distribution):** Presentation of the EDI 2011 Results
- 10:00-10:30: **Loïc Magneron (Wide Management, France):** Presentation of the Eye on Films Results
- 10:30-11:00: **Daniel O'Dochartaigh (Cineglobal, Germany):** Presentation of the Cinespañol initiative

Coffee Break – 15 min

- 11:15-11:45: **Ena Dozo (Sarajevo FF) :** Presentation of Operation Kino TBC
- 11:45-12:15: **Richard Mowe (Cinefile, UK):** alternative business models for non-European films.
- 12:15-1:00pm: **Case Study on *Beasts of the Southern Wild* :** Anne-Marte Nygaard (Arthaus, Norway), Szalóky Bálint (Mozinet, Hungary), Jiří Šebesta (Aerofilm, Czech Republic)

1:15-3pm: Lunch offered by Eye on Films - Hotel/Restaurant La Rinascente

3-5pm: Working Group Europa Distribution-Europa International on the digital guidelines (only open to members of the working group) - Hotel Palma

With the support of the MEDIA Program of the European Union



In partnership with Cineuropa and Eye on Films



SPEAKERS

SATURDAY 4 AUGUST: MARKETING WORKSHOP (Hotel Belvedere)

Moderation



Birgit Heidsiek, Cineuropa:

For more than 20 years Birgit Heidsiek is covering the international film industry as a journalist for various trade film publications, magazines, newspapers and press agencies. She reports for Cineuropa, the German film trade magazine Filmecho Filmwoche, Medien Bulletin, Film & TV Kameramann but also for the German press agency dpa or the Neue Zuercher Zeitung. In 2012, she taught a seminar on digital cinema at the university Bonn-Rhein-Sieg. During her studies at the Hamburg university which she finished with a diploma in political science and journalism, she started to work in the news department of the tv station SAT.1. In the mid 80's, she also joined the research team that compiled a European distribution report for the European Commission. This report led to the establishing of one of the first MEDIA initiatives, the European Distribution Office (efdo) where she was in charge for research, statistics and briefing.

In the early 90's she has been working in New York as a correspondent for various magazines and newspapers and was teaching film financing at the School of Visual Arts. In 2002, she had been the senior German editor for Screen Daily at the Berlin film festival. She is also as an independent publisher and produces festival brochures and special editions on film countries.

9:30-10:45am: Digital marketing strategies for every budget



Anya Rutsche, LBi Germany, Germany:

Anya Rutsche is Senior Account Manager for Social Media at LBi Germany AG in Munich, a digital marketing agency with over 2,000 experts in 17 countries and 30 offices around the world. Besides advising clients in all business areas, Anya is responsible for running all Social Media Marketing campaigns of Paramount Pictures Germany since 2010. Her work covers movies like TRANSFORMERS 3, MISSION: IMPOSSIBLE – GHOST PROTOCOL and KUNG FU PANDA 2.

Current titles include: MADAGASCAR 3, PARANORMAL ACTIVITY 4 and RISE OF THE GUARDIANS.

Previous to LBi, she spent 12 months in California working for a Voice Over IP start-up company as Marketing Manager. Anya graduated in International Business Management from university of Heidelberg in 2008.

10:45-11:15am: Presentation of Waveback



Pierre-Alexandre Labelle, Under the Milky Way, France:

Pierre-Alexandre is the co-founder of « Under The Milky Way », a Paris-based company dedicated to digital distribution and marketing.

Pierre-Alexandre Labelle has more than 10 years of professional experience in Europe, Asia, and North America. He immigrated in France in 2001 and worked as a derivatives trader for Cargill (2001-2004). After gaining experience in various Film production companies, he then joined the VoD Platform project Universcine. He played an active role in its creation and development as Project Manager and then as Head of Marketing and International Development (2005-2008).

In parallel, in 2007, he launched the Glitner Pilot Project (collaborative platform for European VoD rights-holders), and was appointed Deputy Manager of the European Producers Club in 2009.

In 2010, the Glitner Project was acquired by the Independent Pan-European Digital Association (IPEDA), a European rights-holder association working on the development of VoD in Europe, and to increase circulation of content across borders.

Pierre-Alexandre graduated from McGill University with a B.Comm in International Management (2000), and obtained the title of « Derivatives Market Specialist » from the « Canadian Securities Institute » (2002).

11:30-12:30pm: Pan-European marketing possibilities



Sarah Calderon, The Film Agency, Spain:

Sarah Calderón has a double track record in film and marketing: she has a major in advertising at the PUJ of Bogotá and a Master degree in Multicultural Communication at the CELSA Sorbonne IV in Paris. Sarah has more than ten years of work experience in the audiovisual sector in different positions such as: Head of development at Patofeofilms – Bogotá, Manager and Promoter of her own Film Festival: Toma5inco – Bogotá, Head of International Sales at Coproduction Office – Paris, and as distributor coordinator at Karma Films – Spain. Sarah recently launched her own marketing company for film: The Film Agency and in parallel works as a marketing tutor and consultant for EAVE, the Media Programme and several Media Desks.

Among the first clients of The Film Agency there are: Avalon (Spain), Backup Films (France), Dubai Film Market (UAE), Entre Chien et Loup (Belgium), Jimeno Acevedo (Colombia), Juliette Films (France), Neueroad Movies – Wim Wenders (Germany), Petit Film (France), Venice Film Market (Italy) and Zadig Productions (France).

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12:30-1pm: Case Study on Les Intouchables



Astrid Böhmisch, Senator, Germany:

Astrid is Head of Marketing & Publicity at Senator Film.

Since August 2006, she has been responsible for all marketing campaigns theatrical or Home Entertainment at Senator Film. Campaigns and projects include: *Paris Je t'aime* 2007, *Shortbus* 2007, *Vollidiot* 2008, *The Reader* 2009, *Le Petit Nicholas* 2009, *Nine* 2010, *A Single Man* 2010, *Le Hérisson* 2010, *The King's Speech* 2011, *Les Intouchables* 2012.

Intouchables 2012.

From October 2004 to July 2006, she was Marketing Manager at 3L Filmverleih where she helped build up a team for newly founded theatrical arm of home entertainment company e-m-s.

From March to September 2004 she was a Freelancer Acquisitions at Delphi Film, scouting new talents and assessing market potential for new features for theatrical, home and TV. Before that she worked in Acquisitions at Prokino Filmverleih, to assess the commercial potential of features and documentaries for German-speaking and international territories for film, TV and Home-Entertainment on the basis of scripts and finished films.

Astrid was educated at Universität Regensburg and Ludwigs-Maximilians-Universität Munich where she obtained a degree in Comparative Literature and a degree in Education.

2:30-3:45pm: Optimizing PR for arthouse films in today's market



Ian Thomson, McAinsh Consulting, UK:

With more than 16 years experience across all sectors of the film and television industry, Ian Thomson is director of McAinsh Consulting Ltd, a specialist PR consultancy offering a full range of publicity services including production, festival, market and distribution publicity.

Thomson's current client list includes Ridley and Tony Scott's Scott Free, Ruby Film & Television, Christian Colson and Danny Boyle's Cloud Eight Films, uMedia and K5 Media Group. He also manages the Dinard British Film Festival. Current projects include Danny Boyle's *Trance*, Stephen Poliakoff's six part major TV drama *Dancing on the Edge* and Paul Walker starrer *Vehicle 19*. He was previously Film Communications Officer for the UK Film Council from its inception in 2000 until 2005.

Upcoming projects include Duncan Jones' Fleming Project, Julien Temple's *You Really Got Me* for producer Jeremy Thomas, and *My Life in Orange* by director Lone Scherfig.

4pm-6pm: Positioning a film in today's market



John Durie, Strategic Film Marketing, UK:

John Durie has worked on the distribution and/or international marketing on over 600 films from around the world.

He started his work career in London with PIC Publicity in 1981, then was asked to set up Telefilm Canada London Office (1984-86), followed by The Sales Company (Head of Marketing 1986-89) and then Manifesto Films Sales (Head of International Marketing, Head of UK Theatrical, 1989-92). In 1993 he founded and continues to run Strategic Film Marketing from London and Cannes where he is now based.

His marketing work includes a core number of clients in a variety of countries, primarily Scandinavia, The Netherlands, UK, Switzerland and on occasion Israel, Australia and Mexico.

Durie has a Master of Science Degree in Telecommunications and Film from Syracuse University in New York, and his book *Marketing and Selling Your Films Around the World* is based both his work experience and heading film marketing training workshops for producers and film professionals which he has done since 1991.

MONDAY 6 AUGUST : EDI Workshop in partnership with Eye On Films

9:30-10:00: Presentation of the EDI 2011 Results



Adeline Monzier, Europa Distribution, Europe:

After graduating from Sciences Po Paris (Master of Culture and Media Management) and the Ecole Normale Supérieure in Paris (Master of Contemporary German Studies), Adeline Monzier joined DIRE, a French syndicate gathering 9 independent distributors (Bac Films, Diaphana, Haut et Court, Le Pacte, Les Films du Losange, Memento, Pyramide, Rezo, Wild Bunch Distribution). Within DIRE, she created Europa Distribution, a network of independent European distributors, of which she is now in charge. Today, the network gathers 120 leading independent distributors, representing 26 European countries. The organization is headed by Cristian Mungiu. It acts as a lobby, a think-tank and a network.

10:00-10:30: Presentation of the Eye on Films Results



Loïc Magneron, Wide Management, France:

Founded in 1997, WIDE is a leading independent sales company, currently representing more than 20 new feature films every year, and a library of more than 400 feature films, 300 documentaries and several TV series. The catalogue contains an impressive variety of movies and documentaries from internationally acclaimed directors and actors.

The Manager of WIDE, Loïc Magneron has been working in the field of international sales for more than 25 years. He was at the Director Committee of UNIFRANCE, suppleant of the vice president of ADEF, commissioner at the OIF (Organisation Internationale de la Francophonie), member of Avance Sur Recettes second College at the CNC and commissioner for the Distribution support of French films in foreign countries and for commission of the support for exportation of French films. In 2011, Loïc Magneron created a new business model for the promotion, circulation and distribution of first feature films, "Eye on Films".

10:30-11:00: Presentation of the Cinespañol initiative



Daniel Ó Dochartaigh, CineGlobal, Germany:

Daniel Ó Dochartaigh coming from a cosmopolit irish/jewish/german film family has always loved to show movies to his friends therefore he could later only become a distributor of international movies. Before opening his company Cine Global in 2010 he studied economics, wrote his tesis about the Argentinian Film Industry, worked for various film festivals in the world and the German distribution company Movienet. His regional focus now is on latin America, especially Argentina, of which he selects most of the movies for Cinespanol, the spanish festival on tour through Germany, Austria and Switzerland.

But he also likes to release independent movies from North America, Italy, France and any place of the world as long as he likes it and they are authentic.

11:15-11:45: Presentation of Operation Kino TBC



Ena Dozo, Sarajevo FF, Bosnia and Herzegovina:

Ena Dozo studied Journalism at the University of Sarajevo. From December 2004 she was engaged with TV and Marketing monitoring at Mareco Index Gallup International, where she finished right before her engagement in August 2008 for the Documentary Competition Programme at the 14th Sarajevo Film Festival. In September 2008 she moved to Vienna, where she was engaged with TV and Radio production, as well as a journalist and photographer for the Association Speisekammertag in Vienna. Since 2010 she is working for the Sarajevo Film Festival, occupying now the position as the Industry Manager and managing the project Operation Kino from its very beginning. She participated actively on diverse panels, forums and roundtables about the film industry with a specific focus on cooperation, co-production and distribution.

11:45-12:15: alternative business models for non-European films



Richard Mowe, Cinefile, UK:

RICHARD MOWE is a director of CinéFile, a company devoted to the distribution of independent and world cinema in the UK and Ireland. He is a member of the British Academy of Film and Television Arts, and the international critics' federation Fipresci. He is a founder and director of the Italian Film Festival UK and the French Film Festival UK. As a film writer and journalist he is a regular attender of film festivals around the globe, including Sundance, Berlin, Deauville, Karlovy Vary, Taormina and Cannes as well as the European Film Awards and has served on many juries and panels. He has interviewed and written about many of the leading players in the film industry. He ran as cinema director The Lumière, an innovative film theatre within the Royal Museum, part of the National Museums of Scotland until it closed some five years ago. He has been awarded by the French Government the honours of Chevalier de l'ordre des Arts et des Lettres and [currently] Officier de l'ordre des Arts et des Lettres. CinéFile recently teamed up with the film promotion and distribution service Distrify to allow its content to become accessible on the internet. Distrify's direct-to-audience VOD system allows distributors and filmmakers to set their content free across the internet to be shared and bought wherever the audience discovers the trailer.

12:15-1:00pm: Case Study on Beasts of the Southern Wild

Presented by:

- Anne-Marte Nygaard, Arthaus, Norway
- Szalóky Bálint, Mozinet, Hungary
- Jiří Šebesta, Aerofilm, Czech Republic

Beasts Of The Southern Wild – Film Summary



Director: Benh Zeitlin

Nationality: USA

Production companies: Cinereach, Court 13 Pictures, Journeyman Pictures

International sales: Entertainment One Films International

Synopsis : Faced with her father's fading health and environmental changes that release an army of prehistoric creatures called aurochs, six-year-old Hushpuppy leaves her Delta-community home in search of her mother.

Prix :

Festival de Cannes 2012 (édition n°65) : Caméra d'Or, Prix Fipresci - Un Certain Regard, Prix Regard jeune

Sundance Film Festival 2012 (édition n°28) : Grand Prix du Jury - Fiction américaine Benh Zeitlin

Distributors:

North America:

- E1 Films Canada, Canada-English part
Release date: 13 July 2012
- Les Films Séville, Canada-French part
Release date : 13 July 2012
- Fox Searchlight Pictures, USA
Release date: 27 June 2012

- Seven Films, Greece
- Mozinet ltd, Hungary
- Arthaus, Norway
Release date: 26 October 2012
- Gutek Film Ltd, Poland
Release date: 12 October 2012
- Golem Distribución, Spain
- Aerofilms, Czech Republic
Release date: 9 August 2012
- ARP Selection, France
Release date : 12 December 2012

Europe (MEDIA):

- Ascot Elite Entertainment Group, Switzerland
Release date (German Switzerland): 20 December 2012
Release date (French Switzerland): 2 February 2012
- NonStop Entertainment, Sweden
Release date: 4 January 2013
- Polyfilm Verleih, Austria
- MFA Film Distribution, Germany
Release date: 20 December 2012

Other countries:

- Icon Film Distribution Pty Ltd, Australia
Release date: 13 September 2012
- Carmen Film/Carmen Video Company, Russia
Release date: 5 July 2012
- Calinos Films, Turkey



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USEFUL INFORMATION

Accommodation

Please refer to the information provided by the festival upon registration.

Shuttles connect all hotels with the Piazza Grande. More information about the shuttle will be given upon arrival.

Conference centers

Saturday 4 and Monday 6 morning

Hotel Belvedere

Sala Granda

Via ai Monti della Trinità 44

Tel. +41 (0)91 751 03 63

Monday 6 afternoon

Industry Home Base

Ramada Hotel La Palma au lac

(a 7 minutes walk along the lake side)

Viale Verbano 29

6602 Locarno-Muralto

Tel: +41 (0)91 735 36 36

Meals

Saturday 4 August / Lunch

Hotel Belvedere

Via ai Monti della Trinità 44

Tel: +41 (0)91 751 03 63

Saturday 4 August / Dinner

Ristorante Bellavista

Via Bartolomeo Varenna 31

6600 Locarno

Tel: +41 91 751 24 31

Sunday 5 August / Lunch

Industry Home Base / Hotel La Palma

Viale Verbano 29

6602 Locarno-Muralto

Tel: +41 (0)91 735 36 36



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Monday 6 August / Lunch

Hotel/Restaurant La Rinascente

Via al Tazzino 3, 6600 Locarno

Contacts on-site

LOCARNO FF

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nadja.tennstedt@pardo.ch

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Barbara Senn –Accommodation & Transportation Coordination

Barbara will be your point person for accommodation and will be at the Sopracenerina at the hospitality desk

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Lisa Barzhagi – Head of Hospitality department

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Industry desk: +41 91 756 21 85

EUROPA DISTRIBUTION

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EYE ON FILMS

Nawid Sarem – Eye on Film coordinator

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To reach Locarno from the airport:

The easiest way to arrive in Locarno by plane is to fly to the **Milano Malpensa** airport. If you arrive at Milano Malpensa, a shuttle will drive you to the center of the festival (note that you were asked to book your shuttle in advance).

The shuttle will arrive on the Piazza Grande. From there, you will be able to go to your hotel or go directly grab your accreditation badge.

Accreditation: where to pick up your badge?

Your badge will be available for pick-up at the **Sopracenerina (accreditation desk)**. It is located on the Piazza Grande, behind the Post-Office, right by the big cinema screen.

Opening hours:

Tuesday, 31st July – 10 am to 7 pm

From 1st August – 9 am to 7 pm

There, you can go the **Industry desk**, to get information on the different festival events (the Industry Home Base, internet access in the Industry Lounge, Digital Library, etc).

Shuttles:

To go from one place to another, the festival has a system of shuttles mostly **departing from The Post Office on the Piazza Grande**.

It will drive you to the different venues (FEVI, La Sala, L'Altra Sala), the Spazio Cinema (where different panels and discussions are organized by the festival) and to the hotels located outside Locarno (like Ascona & Monteverita).

You can get more information at the Industry desk.

Taxis:

Ecotaxi Locarno / Tel: +41 (0)800 321 321 (toll free)

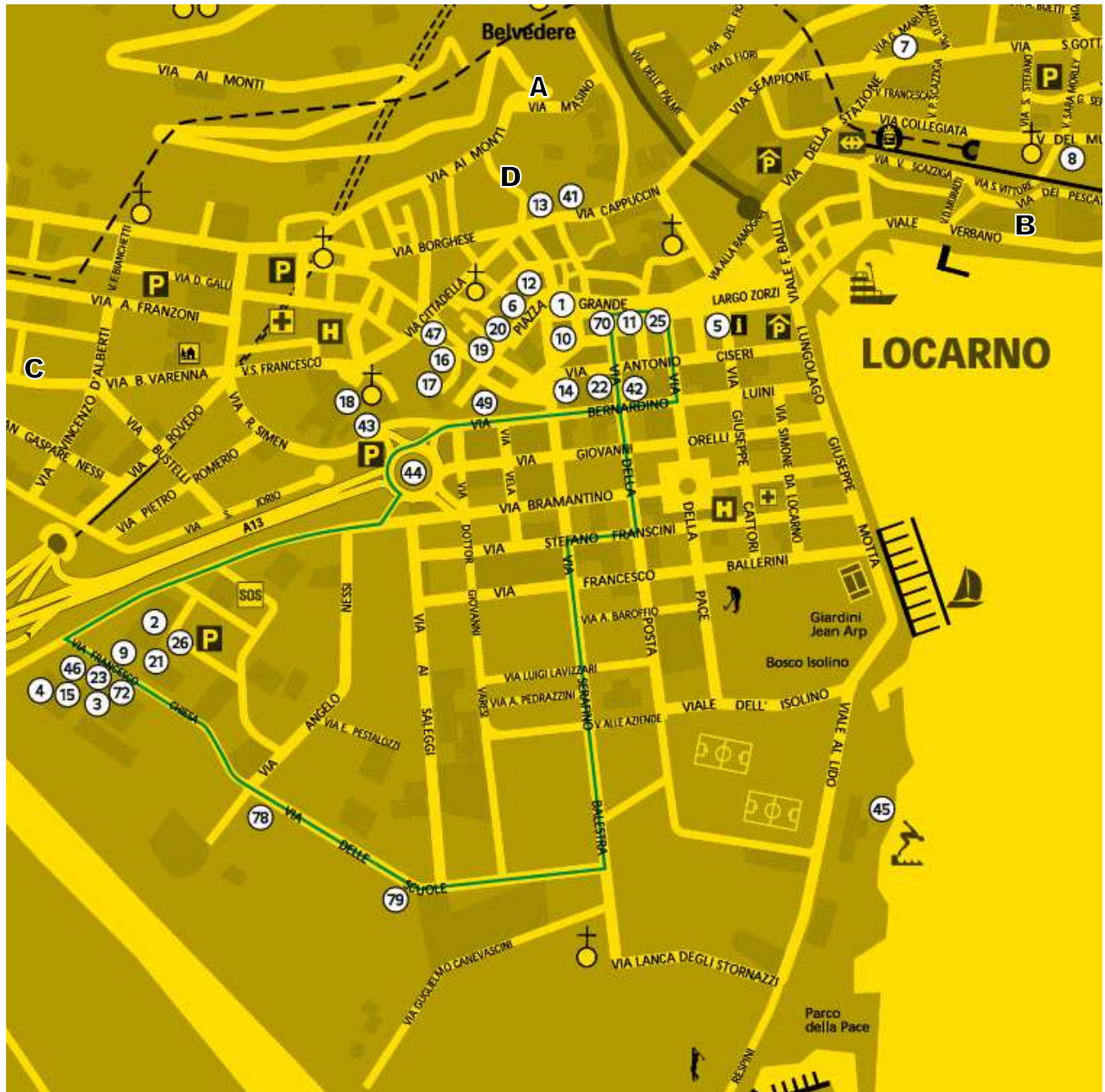
Locarno Gio Taxi / Tel: +41 (0)800 54 44 44 (toll free)

Associazioni Autisti Locarno / Tel : +41 (0)91 743 11 33

Taxi Marcos Ascona / Tel : +41 (0)91 791 2323

Benjamino Monte Verita / Tel : +41 (0)91 791 21 21

MAP - LOCARNO FILM FESTIVAL



ED Venues

- A. Conference Center : Hotel Belvedere
- B. Industry Home Base - Hotel La Palma
- C. Ristorante Bellavista
- D. Hotel/Restaurant La Rinascente



Locarno Festival Venues

(Venues named in the booklet)

- 1 – Piazza Grande
- 2 – Auditorium FEVI
- 3 – La Sala
- 4 – L'altra Sala
- 5 – Teatro Kursaal
- 6 – Cinema Ex* Rex
- 7 – Cinema Rialto
- 8 – PalaVideo
- 9 – Spazio Cinema (Forum)
- 10 – Sopracenerina (Festival center / info desk)
- 11 – Pardo Boutique
 - Bar magnolia – Spazio RSI
 - Industry Lounge
 - Leopard Club
- 12 – Palazzo Marcacci (Prss Room)
- 13 – Palazzo Morettini (press conferences)
- 14 – Festival offices
- 15 – Digital Library
- 16 – Casorella
- 17 – Castello Visconteo
- 18 – Magistrale SUPSI
- 19 – Pardo Bookshop – Libreria Locarnese
- 20 – Pardo Bookshop - Melisa
- 21 – Kids Corner
- 22 – Club Open Doors (Bar Sport)

- 23 – Swiss Film Pavilion
- 24 – Bed & Budget (low cost accommodation)
- 25 – E-bike rental station (pick-up & return point)
- 26 – E-bike recharging station

Pardo Way

- 11 – Bar Magnolia – Spazio RSI
- 41 – Bistrot Teatro Paravento
- 42 – Fashion2Shé
- 43 – LaSuiteDuFestival
- 44 – La Rotonda del Festival
- 44 – Enjoy Beach – Lido Locarno
- 46 – Oasi Casablanca
- 47 – Max Way
- 48 – Seven Sealounge
- 49 – Teatro La Cambusa

Pardo Bus 1

- 70 – Piazza Grande (Post Office)
- 72 – Spazio Cinema (Auditorium FEVI, la Sala, l'Altra Sala)
- 78 – Park & Ride 1
- 79 – Park & Ride 1

 Bus route



SCREENINGS & FESTIVAL EVENTS

Screenings:

To see movies in selection, you don't need to withdraw tickets, but it is recommended to arrive before the screening (not last-minute), especially in the following venues: La Sala, L'Altra Sala and the Rialto, which have a lower number of seats.

Open-air screenings on the Piazza Grande:

There are some well situated seats dedicated to Industry professionals on this place, but it is highly recommended to **arrive at least 20 minutes before the screening** to secure your seat. Otherwise, you will have to be seated at the back of the place with the general audience.

Industry screenings:

All the industry screenings take place in the Rialto (see map below - n°7).

There are no festival shuttles to go there, but it is a 7-10 min. walk from the Piazza Grande.

Screenings program

Sunday, August 5th:

- 9:30 **A Ultima Vez Que Vi Macau**, directed by Joao Pedro Rodrigues, Joao Rui Guerra da Mata, CI, Rialto 2
- 9:30 **Winter, Go Away !**, Omnibus Film, CDP, Rialto 3
- 11:00 **Lore**, directed by Cate Shortland, PG, Rialto 1
- 11:30 **Somebody Up There Likes Me**, directed by Bob Byington, CI, Rialto 2
- 14:00 **While We Were Here**, directed by Kat Coiro, PG, Rialto 1
- 14:30 **Jack and Diane**, directed by Bradley Rust Gray, CI, Rialto 2
- 16:45 **Playback**, directed by Sho Miyake, CI, Rialto 2
- 19:00 **Leviathan**, directed by Lucien Castaing-Taylor, Verena Paravel, CI, Rialto 2
- 19:00 **Memories Look at Me**, directed by Fang Song, CDP, Rialto 3

Monday, August 6th:

- 09:30 **Tutti Giu**, directed by Niccolo Castelli, CDP, Rialto 3
- 11:00 **More Than Honey**, directed by Markus Imhoof, PG, Rialto 1
- 11:30 **Los Mejores Temas**, directed by Nicolas Pereda, CI, Rialto 2
- 14:00 **No**, directed by Pablo Larrain, PG, Rialto 1
- 14:30 **Starlet**, directed by Sean Baker, CI, Rialto 2
- 16:15 **Camille Redouble**, directed by Noemie Lvovsky, PG, Rialto 1
- 16:45 **Tower**, directed by Kazik Radwanski, CDP, Rialto 2
- 19:00 **Polvo**, Julio Hernandez Cordon, CI, Rialto 2
- 19:00 **People's Park**, Libbie Dina Cohn, J.P. Sniadecki, CDP, Rialto 3



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PG: Piazza Grande
CI: Concorso Internazionale
CDP: Concorso Cineasti del Presente

Digital library:

Where: The digital library is located in the same building than L'Altra Sala. You can take a shuttle from the Piazza Grande (Post-Office) to get there. Or, if you are at the FEVI, it is a 2 min. walk from there.

When: It is open every day from 10 am to 7:30pm. Places must be reserved in advance (20 viewing stations).

What: You can see at the Digital Library the movies presented in the following festival sections:

- Piazza Grande - selection (except blockbusters)
- Concorso Internazionale
- Concorso cineasti del presente
- Fuori concorso
- Pardi di domani (short films): national competition, international competition & pardi d'autore/d'artista

New this Year:

In the context of the **Step In** Initiative, a slate of recent films from Eastern and Central Europe, chosen by Film Institutes from the region, are presented in cooperation with Festival Scope at the Digital Library and made available for viewing. A brochure with information on the films will be in your welcome package.

Networking events:

Industry Days Welcome Party:

Friday August 3 , 11 pm – 4am

At Lido (by the lake, on Viale Lido - going down Lungolago Giuseppe Motta) – for Industry and Open Doors delegates.

Shuttle Service between Locarno Post building and Lido Ascona from 11pm to 4am.

Europa Distribution – Step In Lunch:

Sunday August 5, 1 pm

At the Industry Home Base

Happy Hours:

Saturday 4, Sunday 5, Monday 6, Tuesday 7, from 6:30 to 8pm

At Paravento

WHO IS WHO

Participants & Panelists

(in alphabetical order by company)



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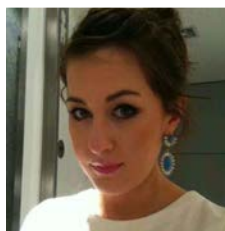
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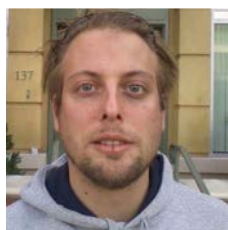
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Eye on Films is a unique, global network of film professionals. The network guarantees the circulation of a selection of first feature films for festivals partnering with Eye on Films and the commercial exploitation of these films by distribution partners in Europe and outside Europe. Supported by MEDIA Mundus, this new business model enhances the cinematographic diversity, promotes first films and highlights emerging authors.

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Europa Distribution, **with a membership of 120 leading independent distributors representing 26 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**. **Cristian MUNGIU** is the President of Honour of the Association. The Board of Administration, chaired by **Annemie DEGRYSE (Lumière / Belgium) & Jakub DUSZYNSKI (Gutek Films / Poland)** is composed of 11 independent European distributors, representative in terms of nationality, type of structure, and cultural diversity.

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