

## EUROPEAN FILM MARKET

### The Business Centre of the Berlinale

The European Film Market (EFM) is the business centre of the Berlinale and one of the three most important film markets worldwide. With 11.000 visitors from over 100 countries, the EFM is an important meeting point for members of the film industry ranging from producers, distributors, buyers, cinema operators and sales agents.

Both, the prestigious Martin-Gropius-Bau as well as the modern Marriott Hotel at Potsdamer Platz act as central locations for the EFM. Here, professionals can find out about the latest productions and developments in the global film scene, negotiate deals, buy films, and network with a wide variety of industry players.

The Gropius Park, just next to Martin-Gropius-Bau, offers space for new initiatives such as the 'Berlinale Africa Hub' to explore synergies between the film industry and innovation technologies such as virtual reality.

The recently launched platform 'EFM' Horizon added to the film market another space for innovation in 2017. As a networking event and an incubator, 'EFM Horizon' aims to enhance the potential of innovation developments for the film- and audiovisual industries.

The EFM is particularly interesting for companies wishing to expand their B2B Contacts, or are searching to enter the film industry.

For more information please visit: [www.efm-berlinale.de](http://www.efm-berlinale.de)