

EFADs-MEDIA Roundtable

Exporting outside Europe: how to better promote and distribute European films in the world?

Cannes, Sunday 21 May 2017, 10:00 - 11:30 am

Location: CNC Space, Plage du Gray d'Albion

The roundtable, organised by the European Film Agency Directors (EFADs) and the European Commission, will bring together public and private actors to explore best practices and concrete solutions to better export, and for this purpose, better promote and distribute European films in the world. The discussion will focus on the presence and visibility of European works outside the European Union, in theatres and online. It will look to address, for example, the challenges and opportunities, the actions needed to increase exports of European films in the world and how national funds and the EU programme could contribute to this objective. The roundtable will include participation of representatives from the European Commission, film promotion agencies, national film agencies and representatives of all segments of the European audiovisual industry (e.g. VoD services, cinemas, production, distribution and sales companies)

Moderation: Frédéric Bereyziat, Director at Unifrance

Welcome by **Christophe Tardieu**, Director General of the CNC and introduction by **Guy Daleiden**, Vice-Chair of EFADs **10:00-10:05**

State of Play - Europe: a production giant, an export dwarf? **10:05-10:15**

Martin Kanzler, European Audiovisual Observatory

Discussion - Best practices and public initiatives to boost exports of European works **10:15-11:20**

Main speakers

- Lucia Recalde, Head of the MEDIA Unit, European Commission
- Martin Schweighofer, President of European Film Promotion
- Daniela Elstner, Managing Director of Doc & Film International & Europa International
- Dr. Christian Brauer, CEO of AG Kino & Europa Cinemas
- Daniel Melamed, Executive Director of New Cinema Ltd & Europa Distribution
- Catherine Trautmann and Roberto Olla, President and Executive Director of Eurimages
- Loïc Wong, Director of Cinema at Institut Français
- Marianna Ibragimova, Director General of P&I Film
- Richard Lorber, CEO of Kino Lorber
- Jamie Tarrazon, Federación de Cines de España and Vice-President of the International Union of Cinemas
- Benjamin Zeccola, CEO of Palace Films

Open discussion: all participants will be invited to take the floor following the main speakers

Wrap up and conclusions **11:20-11.30**

- Evelyne Gebhardt, Vice-President of the European Parliament
- Giuseppe Abbamonte, Director MEDIA and Data, DG Connect, European Commission