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EFP's new initiative FSS is going into its second year

More Funding in 2005 for Film Sales Support at more international film festivals

With twice as many funds and additional festivals, Film Sales Support (FSS), EFP's new initiative for the promotion of European films at international non-European festivals is going into its second year. After a successful trial phase in 2004, the MEDIA Plus Programme increased the scheme's budget substantially to € 400,000 in 2005, giving the initiative extra clout to allow more sales representatives promote their films outside of Europe.

Two major North American events have been added to FSS this year, the Toronto International Film Festival (8-17 September 2005) and the Sundance Film Festival (20-30 January 2005) as well as the Festival Internacional de Cine de Mar del Plata (10-20 March 2005) and the Shanghai International Film Festival (11 –19 June 2005). (For detailed list of festivals see below).

The timing is perfect. Sundance launched the debut of its World Cinema Competition for narrative and documentary works from around the globe which will give European films an extra platform.

In Sundance, FSS backs the promotion of 13 films, several of them in Competition, such as Sean McAllister's ***Liberace of Baghdad*** (TV2, Denmark), Pirjo Honkasalo's ***The 3 Rooms of Melancholia*** (Deckert Distribution, Germany), Michale Boganim's ***Odessa...Odessa*** (Moby Dick Films, France), Arild Østin Ommundsen's ***Monsterthursday*** (Muz Film, Norway), Jorge Gaggero's ***Cama Adentro*** (Filmanova, Spain), Maren Ade's ***The Forest for the Trees*** (Komplizen Film, Germany), Malgorzata Szumowska's ***Stranger*** (Bavaria Film International, Germany), Joaquín Oristrell's ***Unconscious*** (Latido, Spain) and Zeze Gamboa's ***The Hero*** (F for Film, France). In Sundance's Premieres section, Film Sales Support funding includes Hans W. Geissendörfer's ***Snowland*** (Bavaria Film International) and Thomas Vinterberg's ***Dear Wendy*** (Trust Film Sales, Denmark). Also, Luc Jacquet's ***The Emperor's Journey*** (Wild Bunch, France) and Sandig/Black's ***Frozen Angels*** (First Hand Films, Germany) were amongst those supported.

FSS grants cover 50% of all promotional costs undertaken by the sales agent. The maximum support per film per festival is €5,000.

Toronto, the biggest event for international sales on this year's FSS festival calendar, looks certain to break application records, with the industry poised to put in requests for support.

Last year, FSS helped 23 different European sales agents and producers to promote 36 films from all over Europe. Beneficiaries of the scheme, amongst others, were Latido from Spain, Media Luna and Bavaria Film International from Germany, Arsam International and Funny Balloons from France.

FSS' running costs are backed by the German State Minister for Culture and the Media and by EFP's member organisations, the British Council and Film Fund Luxembourg and, additionally, by the UK Film Council.

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Festival and deadlines for FSS in 2005:

Sundance Film Festival
(20-30 January 2005)

Festival Internacional de Cine de Mar del Plata
(10-20 March 2005)
application deadline : 3 February

Buenos Aires Festival Internacional de Cine Independiente
(12-24 April 2005)
application deadline : 8 March

Shanghai International Film Festival
(11-19 June 2005)
application deadline: 12 May

Toronto International Film Festival
(8-17 September 2005)
application deadline: 11 August

Rio de Janeiro International Film Festival
(22 September – 6 October 2005)
application deadline: 25 August

Pusan International Film Festival
(6-14 October 2005)
application deadline: 1 September

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