

**This year we're looking for more European producers and projects to invite to the Production Finance Market in London in October.**

**To find out more about this year's PFM and how to apply come to an event on Wednesday 17 February during the Berlin Film Festival.**

### **Who?**

THIS EVENT IS AIMED AT EUROPEAN FILM PRODUCERS FROM ALL MEDIA PROGRAMME MEMBER TERRITORIES

- EU financiers are also welcome to attend
- Although the event is **free**, places are limited so it is **essential that you register**

### **When?**

Wednesday 17 February 2010, 9:00am – 1:00pm

### **Where?**

Marriott Hotel, Wandelbar Meeting Room  
Inge-Beisheim-Platz 1, 10785 Berlin (off Potsdamerplatz)

### **What?**

The session will explore the current commercial marketplace for independent films, and will address key sales, distribution and financing challenges facing EU producers.

It will also explain how the PFM operates, clarify the application and selection process, and expand on how producers can best utilise the opportunity to gain access to this commercial market.

### **How to register?**

Email [chloe.laing@filmlondon.org.uk](mailto:chloe.laing@filmlondon.org.uk)

**If you register and then are unable to attend, please let us know**

## **PROGRAMME**

- Angus Finney, the PFM's Project Manager, will present the session
- Guest financier and producer speakers to be confirmed

9:00 Coffee and Registration

9:15 Introduction from Adrian Wootton (CEO Film London)

9:20 **WHY A FINANCE MARKET?**

The Changing Independent Film Market - world sales, distribution and financing today

10:00 **WHAT IS THE PFM ABOUT?**

The Production Finance Market deconstructed

- How the financiers and producers are selected, and why.
- How the market operates (eg: face to face meetings) and additional elements.
- Why this is NOT a co-production market, and what it aims to achieve.
- The session will address the Application Process and information leaflets will be circulated.

11:00 Coffee Break

11:20 **WHY DO FINANCIERS ATTEND?**

The Financier's Perspective - three key financiers in a Q&A about what they are looking for, and how the market works.

11:50 **PRODUCER WORKSHOP**

Three EU producers pitch to a panel of commercial financiers in front on audience.

1:00 Ends