



CREATIVE ENGLAND'S MARKET TRADER PARTICIPANTS FLY TO BERLIN TO TAP INTO INTERNATIONAL FILM MARKET

12TH February 2016: Successful applicants to Creative England's [Market Trader](#) development programme will today fly to Berlin to boost their presence in the international film scene.

Responding to the original call from [Creative Skillset](#) for training programmes in effective marketplace preparation and navigation, Market Trader launched last year in a bid to boost the careers of producers and early-stage distributors and sales agents, as well as nurture cross-sector film business relationships.

Also delivered as a complement to Creative England's [Film Enterprise Fund](#), the programme offered intensive residential workshops and mentoring in the UK ahead of flying 12 participants to the European Film Market (EFM) at Berlinale, which runs until February 19. At EFM, participants will have the support of Market Trader mentors to network, pitch, negotiate and close deals for their films.

The support provided will be tailored to each participant's specific skillset, perspective and needs to provide a comprehensive package of guidance. Participating producers will also be given the option of a follow up visit to another market to maximise the benefits that their international networks can bring to individual projects.

Caroline Cooper-Charles, Head of Film at Creative England said: *"Attending markets is an exciting experience but can also be quite daunting, even for seasoned professionals. Market Trader takes a bit of the uncertainty out of the process by helping individuals build clear market strategies and have confidence in executing them in this busy environment. We've got a fantastic group of participants at Berlin this year with a really diverse range of projects which I'm sure will attract a lot of interest."*

This year's participants include Sales Executive, Yana Georgieva from Bankside Films as well as Distribution Executive, Sally Hodgson from Pipoca Pictures. Joining them are Producers:

- Alison Sterling ([Ignition Films](#))
- Andy Brunskill ([SUMS Film and Media](#))
- Farah Abushwasha ([Rocliffe](#))
- Janet Wells ([Quarry Island Films](#))
- Rebecca Mark-Lawson ([Tyke Films](#))
- Andy Ryder ([Elephant Gun Films](#))
- Ian Bonhote ([Pulse Films](#))
- Cassandra Sigsgaard ([Jeva Films](#))



- Dewi Gregory ([Truth Department](#))
- Lauren Dark ([Stray Bear Film](#))

Dan Simmons, Head of Partnerships at Creative Skillset, said: *"The Market Trader programme comprises a high impact combination of residential workshops, mentoring and attendance at international markets such as Cannes and Berlin where talent can strengthen their skills in pitching, negotiating & closing deals.*

"Previous editions of Market Trader have already delivered great results, ensuring UK filmmakers confidently navigate the complex world of the international marketplace. We are pleased to support its continued success."

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For more information, please contact the press office on 0117 952 9982 or email Kate Forrester: kate.forrester@creativeengland.co.uk

NOTES TO EDITORS:

About Creative England:

Creative England invests in and supports creative ideas, talent and businesses in film, TV, games and digital media. We aim to grow the brightest, the best, and those with the most promise so that individuals and businesses can achieve their full creative and commercial potential. We help identify future opportunities to grow the economy and generate jobs.

www.creativeengland.co.uk

About Creative Skillset:

This programme is supported by Creative Skillset's Film Skills Fund, which is funded by the BFI with National Lottery, through the Skills Investment Fund. Creative Skillset empowers the Creative Industries to develop skills and talent; we do this by influencing and shaping policy, ensuring quality and by securing the vital investment for individuals to become the best in their field and for businesses to grow. As the industry skills body for the Creative Industries, we work across film, television, radio, animation, visual effects, games, fashion, textiles, advertising, marketing communications and publishing.

www.creativeskillset.org



About the Film Skills Fund:

Creative Skillset's Film Skills Fund invests in the skills and training of the UK film industry to secure its growth and sustainability. We aim to strengthen and build skills and develop roles for the future, ensuring UK film remains world-class. The Film Skills Fund is backed by the British Film Institute (BFI) with the National Lottery through the Skills Investment Fund, an investment in the future of the UK Creative Industries.