



Press Release

“EFM Producers Hub” and “DocSalon” Back with New Co-Operations and Content

“EFM Producers Hub”, the Berlinale’s platform for producers (now entering its sixth edition), will take place once again at the Gropius Bau from February 20 to 26 as part of the programme of the *EFM* and in co-operation with ACE Producers. In addition to daily round table sessions, the 2020 programme for “EFM Producers Hub” also includes a host of topics of current relevance for producers. Presentations, keynotes, talks and daily consultancy sessions will cover content such as “terms of trade” with broadcasters, streaming platforms and pay TV providers, the financial situation of the global middle class and its significance for producers, as well as “lean producing”, inspired by the lean start-up principle, and the development of digital markets, along with many other topics. The “EFM Producers Hub” is co-operating for the first time with the Explorer Conference, initiated in Hamburg in summer 2019 by the Produzent*innenverband (German Association of Producers), Filmförderung Hamburg Schleswig-Holstein and Filmfest Hamburg, a collaboration that promises to make “EFM Producers Hub” even more tailored to the needs of producers.

In addition, within the scope of the “EFM Producers Hub” the Sino-European Forum & Pitching is set to take place once again, on February 26, with the aim of supporting collaboration between European and Chinese producers. The event is organised in co-operation with the Bridging the Dragon network.

The “EFM Producers Hub” is organised together with the international producers network ACE Producers and the *Berlinale Co-Production Market*.

**70. Internationale
Filmfestspiele
Berlin
20.02. – 01.03.2020**

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Numerous New Features at “DocSalon”

For the twelfth time, from February 21 to 26 the “DocSalon” of the *EFM* is bringing together practitioners from the documentary film world in Berlin for networking and exchange on the second floor of the Gropius Bau. In addition to the familiar formats, “Meet the Festivals”, the “SalonTalks” and “Face-Time with the Experts”, “DocSalon” will feature three exciting new developments.

On February 25, an “Archive Day” will take place for the first time in Germany, featuring a mix of social and thematic components. Twelve of the most renowned international film archives will be on hand to inform market attendees about their collections and field concrete enquiries. In the scope of a special sneak preview, rbb, ARTE, zero one film and bauer film will be presenting the first episode of *Berlin 1945*, a documentary series composed entirely of archival materials. Visual researchers Elizabeth Klinck (CA) and Monika Preischl (D) will co-moderate a talk treating the professional work of archival research, the role of archive producers and licensing. Additionally, a conversation between representatives from archives and production companies will compare the differing approaches to archival research found around the world.

With the “DocSalon Toolbox Programme”, “DocSalon” and the “*EFM* Diversity & Inclusion Initiative” are presenting a jointly developed pilot project that is specifically intended for international delegations of documentary creatives from underrepresented groups. Based on existing “DocSalon” formats (“Meet the Festivals” and “Face-Time with the Experts”) and additional modules such as tailor-made workshops and one-on-one meetings, the program aims to provide a tool kit of relevant industry and business know-how under the guidance of consultants and coordinators, while also providing numerous opportunities for exchange



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and targeted networking.

Designed for mid-to-entry level producers and producing filmmakers, the “DocSalon Toolbox Programme” aims to promote underrepresented documentary professionals through the sharing of market intelligence and business connections. The “DocSalon Toolbox Programme” is funded by the Goethe-Institut and receives additional support from Creative BC, the New Zealand Film Commission, Sodec, CMPA Canadian Media Producers Association and Téléfilm Canada.

In addition, “DocSalon” is teaming up for the first time with DAE, the Documentary Association of Europe, and inviting documentary filmmakers to the founding meeting of the DAE on February 22. The goals of the new member-driven association are to bring together the European documentary film industry, to strengthen and support it and to speak out with a unified voice for a fair and productive future.

“DocSalon” takes place in co-operation with the documentary film festivals CPH:DOX, DOK Leipzig, Hot Docs, IDFA, Sheffield Doc/Fest and Visions du Réel.

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January 20, 2020