

**Mannheim's Sales&Distribution Meetings on the upswing
Canadian producers insist that the European concept widens for the North American market**

Mannheim, May 2004

60 European business men in the arthouse sector participated at the Mannheim Sales&Distribution Meetings in 2003. The meetings turned out as a bigger success than the coordinators could ever expect after the first Sales&Distribution meetings in 2002 as it was the first time such a concept was implemented in Europe.

Based on the successful pattern of the Mannheim Coproduction Meetings, the innovative programme – unique in Europe – gave room to almost 400 one-on-one meetings between European arthouse distributors and sales agents and/or between distributors and distributors.

An important part of the meetings are the so called Partner Meetings where distributors work together to launch films throughout Europe. Participants from Western and Eastern Europe as well as from Scandinavia and the Benelux took advantage of this opportunity in 2003.

For many the Mannheim meetings are more efficient than the meetings in Cannes as the meetings are pre-arranged and the participants have a tough schedule providing an efficient, well organised frame for their business. Professional visitors of the film festival, especially participants from Canada, insist that the European scheme should widen to offer a platform for sales and distribution cooperations between Europe and North America.

About the Mannheim Sales&Distribution Meetings:

For business professionals in the arthouse sector the Mannheim Sales&Distribution Meetings are a fixed date on the agenda: they stand for high quality feature films traded on an intimate yet international market place in the centre of Europe.

Mannheim-Heidelberg is the only Sales&Distribution marketplace in Europe. The meetings take place during the International Filmfestival Mannheim-Heidelberg which is one of the most important arthouse film festivals in the world.

The Mannheim Sales&Distribution Meetings 2004 will take place from 21 to 25 November 2004.

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