

Presentation CineMart

Tokyo 24 July 2019

CineMart

co-production market

- What is CineMart?
- Why do you need a co-production market?
- How does CineMart work?
- What do we do during the festival?
- Who is eligible?
- How to apply?
- Criteria for Selection
- Timing





What is CineMart?



CINEMART





Why would you need a Co-Production Market?

Benefits / opportunities of a Co-Production Market:

- Present a project
- Find creative partners
- Find Financing
- Build and expand your network





**How does CineMart
work?**

CineMart:

- Selection of projects
- invited professionals
- appointed mentor
- spotlight
- one on one meetings





Who is eligible?

Eligible projects

- Feature length films
- international market potential
- director and producer
- Screenplay available
- Demonstrable artistic qualities





When to apply?

Timing is key

- Script ready during CineMart
- 25% of budget in place
- Development phase





How to apply?



Application Tips:

- Take into account to what market you are applying
- Be clear on what you need and why
- Know what the theme of the film is and where to position the film (also in terms of genre)
- Write a strong director's vision, including your motivation why you need to tell the story
- Make sure your treatment is fresh, ask an outsider – who is not from your country / region - to read it as well
- Make sure all the content of the dossier matches the tone of the project
- Engage the reader into mind of the director (no essay but motivation and vision)
- It is not a sales and marketing pitch! Your project is read by humans who want to engage with you and your project
- Always include relevant previous work



INTERNATIONAL FILM FESTIVAL ROTTERDAM

The international co-production market, **CineMart**, creates a platform to offer filmmakers the opportunity to launch their ideas to the international film industry and to find the right connections to get their projects financed. CineMart offers a selection of carefully curated feature film projects – independent arthouse films with market potential. As part of **IFFR PRO Days**, CineMart takes place during IFFR 2020, and heralds an important start of the 'film year'.

Who can participate? CineMart applications can be submitted by producers and directors (in case there is a producer attached) with feature projects in all phases of development. The CineMart delegates are co-producers, sales agents, distributors, broadcasters and potential financiers.

The **aim of CineMart** is to to optimise project's opportunities within the marketplace, therefore we have downsized the selection to around 15 projects that will benefit from a streamlined and tailor-made programme and meeting schedule.

This also means that the selected projects will start preparing for the **CineMart sessions** a month ahead of the event with an appointed mentor. Together they will carefully go through the production and market strategy, offering advice to make sure the teams can make the most out of CineMart and create the right connections.



When

26 - 29 January 2020

How

open call by CineMart

Who

producers & directors with projects in development

What

international co-production market

Goal

optimising project's opportunities within the marketplace, one-to-one meetings with CineMart delegates - co-producers, sales agents, distributors, broadcasters and potential financiers

INTERNATIONAL
FILM FESTIVAL
ROTTERDAM

Labs & Workshops



Industry Practices

Rotterdam Lab

- Workshop for emerging producers
- Give inside in festival and co-production market
- Work on skill set
- Enlarge network

Programme:

- Speed matching session
- Pitching training
- Round tables with experts
- Workshops and panels
- Case studies



INTERNATIONAL FILM FESTIVAL ROTTERDAM

Rotterdam Lab

Talent development programme - 20th edition

Five-day training workshop for promising emerging producers
60 participants selected by about 40 different partners

Who can participate? Emerging producers, who should have produced at least one or two short films, and not more than two feature films (CineMart and IFFR Pro do not select candidates)

Rotterdam Lab programme consists of expert individual advice, a lot of (informal) networking opportunities, panels and presentations moderated and held by our experienced Industry delegates. David Pope is the advisor of the Rotterdam Lab programme and moderates all activities during the training workshop.

The **aim of Rotterdam Lab** is to give emerging producers the possibility to get acquainted with the daily routine at an international film festival and co-production market, but also to acquire as much information, inspiration and new tools as possible, work on their skillset and to enlarge their international network with acclaimed members of the international film industry.



When

25 January 2020 - 29 January 2020

How

Open calls by CineMart & IFFR Pro Partners

Who

Emerging producers

What

5 days programme

Goal

international film market experience, tools and competences for international network (and future international co-productions)