



In the framework of the MEDIA International Preparatory Action of the European Commission

Cine Sin Fronteras training: the second part opens in Chile in the framework of the Festival Internacional de Cine de Valdivia (FICV)

The second session of the 2010 Cine Sin Fronteras initiative opens in Valdivia for 4 intensive days of training. Until the 16th of October, 6 Latin-American and 6 European professionals will gain knowledge and share experiences on crucial topics related to the challenges the cinematographic industry is facing today.

PROGRAMME: improving the circulation of European movies in Latin-America

After the first session this past March in Toulouse where the 6 European participants studied the distribution and exhibition of Latin-American movies in Europe, partnership strategies, as well as the information sources and main trends of the Latin-american cinematographies, **this second CSF session is focusing on the circulation of European movies in Latin-America**. The programme includes lectures on the economics of European and Latin-American cinematographic markets, the impact of digital technology on the international market, the legal constitution of professional networks, the marketing of cinema and young audiences development.

SHORT AND LONG TERM OBJECTIVES:

With these topics, the training is designed to help both Latin-American and European participants to **carry on their projects in favour of the diffusion of European films in Latin-America and Latin-American films in Europe**. The projects presented cover a wide range of actions, going for instance from creating the possibility of distributing European movies in the Conosur, to setting up a yearly Latin-american review for young audiences in a Croatian film festival.

By providing professionals with the knowledge and tools they need to work better with the other continent, the aim is to give them the opportunity to develop their actions in the framework of the international cinematographic market. **It is therefore the world cinematographic diversity that is being defended in the long-term.**

ORGANIZING INSTITUTIONS: 4 partners striving for cinematographic diversity

CICAE: International Confederation of Art Cinemas, network gathering more than 3.000 screens all around the world.

ARCAIT: Latin-American Film festival of Toulouse, organizer of Cine en Construcción, industrial launching platform for the distribution of Latin-American movies.

Europa Distribution: Network gathering more than 80 independent european distributors.

FICV: International Film festival of Valdivia, with an international programming and a set of industrial platforms, especially co-production forums.

In partnership with the FELCINE, network of Latin-American exhibitors and distributors of art cinema, created as a result of the 2009 CSF workshops.

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