

CineMart

37. *International Film Festival Rotterdam, January 23 – February 3, 2008*

25. CineMart: January 27 – 31, 2008

Deadline: 1.10.2007

CineMart is an international co-production market of the International Film Festival Rotterdam. CineMart was the *first platform* of its kind 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. Launching about 45 new projects in need of additional financing, CineMart also heralds an important start of the 'film year'.

Every year, the CineMart invites a select number of directors/producers to present their film projects to co-producers, bankers, funds, sales agents, distributors, TV stations and other potential financiers. The CineMart staff organizes the CineMart **one-on-one meetings** prior to the event. One of CineMart's trademarks is the highly productive, yet informal atmosphere. The five-day event takes place concurrent with the IFFR and shares its location with the festival centre, De Doelen, in the heart of Rotterdam.

The formula of introducing projects to potential co-producers, sales agents, television buyers, distributors and financiers in one-on-one meetings has proven to be so effective that many festivals have used the same blueprint to create their own co-production markets. CineMart is pleased to be working together with many of them, including Cannes, Berlin, Pusan, Hong Kong, Buenos Aires, Independent Features Project (IFP), Sithengi Film and Television Market, Paris Cinema and CineLink.

CineMart is an invitation only market. The list of industry delegates attending CineMart is carefully reviewed every year in order to ensure that the attending industry can contribute to the projects in the CineMart selection.

Project Criteria for CineMart:

- **fiction feature films or feature length creative documentaries with theatrical potential** (minimum of 70 minutes)
- projects from all parts of the world
- projects in all stages of production, from script to rough cut
- new or recent projects, which have not yet made the round of all financiers and other festivals and markets
- projects with a good chance of being realised
- projects with a potential for international market
- projects with artistic and other special qualities by demonstrable talented film makers
- projects which have a producer and a director attached, preferably producers or directors who are deemed capable of getting them off the ground
- projects for which a complete screenplay will be available during CineMart

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