



Production Finance Market



PRESS RELEASE

MIFF 37°South Market 2013 applications open as key alliance renewed with London’s PRODUCTION FINANCE MARKET (PFM)

As **MIFF 37°South Market** opens applications for its 2013 edition running 25-28 July, the **Film London Production Finance Market (PFM)** has renewed its four-year-old partnership with **MIFF 37°South Market** as the PFM’s exclusive Australian/NZ partner.

Renewed for three years, the **PFM-MIFF 37°South Alliance** provides the PFM’s only three guaranteed Australia/NZ producer slots and those producers are chosen from 37°South attendees. The partnership also provides for a continuation of the Adrian Wootton *Illustrated Film Talks* at MIFF.

MIFF 37°South Market is Australia/NZ’s only film co-financing market to occur in the context of an international film festival. Supported by the Australian State Government of Victoria, MIFF 37°South Market occurs 25-28 July during the opening weekend of the 62nd Melbourne International Film Festival (MIFF) – Australia/NZ’s largest and oldest film festival. Applications are now open for this year’s edition at www.miff37degreesSouth.com

“As the Victorian State Government recognizes through its support of 37°South, film co-financing is an international business reliant on relationships so enabling three 37°South producers to continue pitching their projects at a key event in one of the world’s great film finance hubs is a key part of the strategy to further strengthen links between Melbourne and the international film business,” said MIFF 37°South Market Director Mark Woods. “The PFM has proven to be an invaluable part of 37°South producers advancing their marketplace relationships.”

“It is fantastic to be renewing this hugely important partnership - it beneficial to both our events, and certainly allows the PFM to select from some of the best Australasian producers to attend the PFM,” said Film London & British Film Commission Chief Executive Adrian Wootton. “It also offers a unique opportunity to these producers, giving them access to a host of international financiers in London.”

Supported by the BFI, the Mayor of London, MEDIA and UK Trade & Investment, the PFM returns in October for a seventh year in association with the BFI 57th London Film Festival. The PFM is dedicated to connecting producers with financiers to encourage new global film financing relationships.

MIFF 37°South Market:

GOVERNMENT PARTNER



GOVERNMENT SUPPORTER



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