



Press release, April 28th, 2009

Two grants and a new payment plan for PRIMEPACKAGING 2009 – the European training programme for producers

The Berlin-based company PRIMEHOUSE will provide two grants for free participation in the next round of PRIMEPACKAGING, the European training programme for producers. PRIMEHOUSE will also respond to the critical economic situation by offering a new payment plan for PRIMEPACKAGING participants. In individual cases this year, it will be possible to pay an initial reduced fee of 1,800 Euro for the year-long workshop. The remaining 5,700 Euro difference will be due after the project has received financing.

PRIMEPACKAGING is the only European training programme thus far to integrate support in games and interactive media with packaging for film and television projects, which includes consultation in the areas of screenplay development, market analysis, financing, distribution, and world sales. Together with decision makers from these different sectors, the market chances and potential for each project are analysed and evaluated in the decisive, early stages of a project's development. Participants have the opportunity to evaluate and further develop their projects at a roundtable in a creative, professional environment.

"Bavaria Film International welcomes the offer that PRIMEHOUSE is providing to producers. PRIMEPACKAGING is an important and meaningful tool for producers to determine the distribution potential of their projects early on, and to use the market-relevant results in order to successfully further develop their projects. Experience has shown that these steps pay off greatly once a project is carried out and distributed afterward," says Thorsten Ritter, Head of Bavaria Film International and expert for PRIMEPACKAGING for the past 2 years.

PRIMEPACKAGING 2009 consists of three "centers", beginning in Berlin (July 8-12), and continuing in Vienna (October 14-18) and Warsaw (December 11-13). The application deadline is June 5, 2009.

Those persons interested in participating in PRIMEPACKAGING can receive personal consultation at any time either by phone or during the Festival de Cannes between May 14 and 21, 2009. More information and participation forms are available at www.prime-house.de.

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