



Press release, November 27th

## Successful Project Presentation at Film Bazaar in GOA, India

GOA, 27.11.2010 – Eight selected projects of this year PRIMEXCHANGE Europe-India workshop were successfully presented at Film Bazaar in Goa, India. Organized in cooperation with the National Film Development Corporation, NFDC, and supported by the European Commission, the 7 day lab was focusing on the projects transnational market potential in order to find solutions how to implement co-operations and co-productions between India and Europe. “Participation in the coproduction market at Film Bazaar worked out very well this year. Most of our projects get very concrete funding and co-production offers,” Frank Stehling, CEO of Berlin based Primehouse GMBH said.

PRIMEXCHANGE is worldwide the first independent training initiative which focuses on a unique and multidimensional evaluation of the international market potential of European and Indian film projects at the early stage of development. The workshop provides unique insights into the specific market conditions of Europe and India and prepares the participants for the market pitch at Film Bazaar and abroad.

## Plans for a new Internet based Xchange-Platform

Regarding the constantly rising demand, the first internet based pitching-platform for both continents, Primehouse is planning to open next year. “Based on the project development stage, the Xchange-platform will offer opportunities of market presentation and networking for participants and trainers during the co-production market in Goa as well as for future co-operations. And moreover it will facilitate the presentation of projects and networking opportunities for producers who are not able to be present at FILM BAZAAR”, Frank Stehling adds.

The eight projects, represented by authors and producers out of 4 European countries and India, were coached by hands-on experts from both continents and be presented to potential co-producers on the Film Bazaar. The participating projects are **Animals's people** (Quadrupedal Films, UK), **Between Worlds** (Bombay-Berlin Film Production, India), **Black Christ**, (Sippy Productions, India), **Constanze** (Hepp Film AB, Sweden), **Deluge** (First Floor Productions, Finland), **King of Madagascar** (Magellan Film Foundation, Poland), **Nobel Chor** (Impact Films, India), **Outsider** (Chaitra Arts, India).

PRIMEXCHANGE is supported EU MEDIA International programme and National Film development Corporation, India.

For further details and information, please visit: [www.primehouse.eu](http://www.primehouse.eu) or send an email to [xchange@primehouse.eu](mailto:xchange@primehouse.eu)