

Press release, November 20th, 2010

Kick-Off for the final session of PRIMEXCHANGE Europe–India in the framework of the co-production market of “Film Bazaar” in GOA, India.

GOA, 20.11.2010 – Berlin based Primehouse just started the second lab of its successful workshop PRIMEXCHANGE in the framework of FILM BAZAAR, the first Indian co-production market located in GOA. Organized in cooperation with the National Film Development Corporation, NFDC, the 7 day lab is focusing on the evaluation and presentation of the projects transnational market potential in order to find solutions how to implement co-operations and co-productions between India and Europe. “The main aim of our work is to initiate market exchange and prospective collaboration between both continents,” Frank Stehling, CEO of Primehouse, said at the opening ceremony in GOA.

The eight projects, represented by authors and producers out of 4 European countries and India, will be evaluated and coached by hands-on experts from both continents and be presented to potential co-producers on the Film Bazaar. The participating projects are **Michael 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 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. “Every kind of collaboration or co-production is a matter of trust and understanding. That’s why we are bringing experts and participants from both territories together on one table. Discussing about concrete projects is the best way to initiate a cross-cultural evaluation process and not at least promising conjunctions”, Frank Stehling adds.

Beside the National Film Development Cooperation India (NFDC), the Indian film industry will be represented by **Sunhil Doshi** (Alliance Media & Entertainment), **Sandeep Bhargava** (India Film Company), **Ashish Bhatnagar** (I-Dream World Sales) and **Dina Dattani**. Europe will be represented by **Stephan Holl** (Rapid Eye Movies), **Jeremy Gawade** (Lee&Thompson), **Dorothee Pfistner** (Mk2 World Sales) and **Phil Parker** (Script Consultant). *For more information please click here*

The workshop has started at October 13th – 16th with a first lab in Europe, in the main capital of Poland, Warsaw. It was organized in cooperation with the Polish Filmmaker Association and the Polish Film Institute. The 4 day Lab was focusing on script-evaluation in order to define the transcontinental potential of the content and ended with a well noted panel discussion. *(For more information please click here)*.

PRIMEXCHANGE is supported by the Polish Filmmaker Association, the Polish Institute and EU MEDIA International programme.

PRIMEXCHANGE is implemented by PRIMEHOUSE GmbH, under the direction of Frank Stehling.

For further details and information, please visit: www.primehouse.eu or send an email to xchange@primehouse.eu