



Press release 10 November 2011

BFI LAUNCHES NEW FUND TO PROMOTE BRITISH FILMS INTERNATIONALLY

£200k Film Export Fund: Applications now open

LONDON: As announced this morning by Prime Minister David Cameron, the BFI today launches a new £200,000 Lottery-backed Fund as a transitional measure to help British films maximise their commercial potential in the international marketplace. This closely follows last month's announcement that the BFI, the UK's lead body for film, is to fast-track support for Britain's film industry internationally.

The **Film Export Fund** aims to enhance export opportunities for British films selected to appear at key international film festivals, helping to ensure home grown talent remains firmly in the spotlight on the world stage.

Prime Minister David Cameron said: *"I'm delighted to learn that the BFI has this week set up a £200,000 export fund to help British film companies to sell their films abroad."*

Amanda Nevill, Chief Executive of the BFI, said: *"Helping companies to maximise sales revenues from British films is at the very heart of the international strategy that will be one of the pillars of the BFI's new five year Forward Plan for Film. By empowering these companies to really shout about the British films they are representing, and with Britain's film talent continuing to excel on the world stage, this new Fund will help build on the momentum of recent global success."*

The BFI recognises that film festivals and markets can provide a powerful platform for launching international sales campaigns, but also that taking films to international markets can be expensive and involve a level of financial risk. The new Film Export Fund will help sales companies create a

competitive edge for British titles vying for attention in an increasingly crowded international sales marketplace.

The Film Export Fund aims to:

- Raise the profile of British films in festivals and international film markets;
- Increase opportunities for international sales and distribution of British films;
- Improve distribution advantages and the box office performance of British films in international markets;
- Promote UK film, talent, services and crews globally.

The BFI is taking immediate action to fast-track support for British film internationally whilst the industry awaits the Government's new Film Policy Review and the BFI's own Forward Plan for Film.

In addition to the Film Export Fund, the BFI has allocated funds from its Transition Fund to support activity at the Cannes film festival in 2012, and has awarded funding to Film Export UK, with whom it is working closely to ensure a strong British presence at Filmart Hong Kong and Berlin's European Film Market (EFM).

ADDITIONAL INFORMATION:

The BFI has allocated £200k from the Transition Fund to support the Film Export Fund.

The Film Export Fund is now open for applications. Sales companies, or producers intending to appoint a sales company, representing a British film selected for a key international festival are eligible to apply. Guidelines and application information are available here:

<http://www.bfi.org.uk/about/funding/exportfund.html>

Prime Minister David Cameron today referenced the BFI's new Film Export Fund in a speech given to UK Trade and Investment's Exporting for Growth

event, held at BFI Imax. To watch the Prime Minister's speech go to the Number 10 website here: <http://www.number10.gov.uk/>

PRESS CONTACTS:

Judy Wells, Head of Press and PR, BFI

Tel: 020 7957 8919 or email: judy.wells@bfi.org.uk

Emma Hewitt, Press Officer (Corporate and Industry), BFI

Tel: 020 7173 3256 or email: emma.hewitt@bfi.org.uk

Notes to Editors

About the BFI

The BFI is the lead body for film in the UK with the ambition to create a flourishing film environment in which innovation, opportunity and creativity can thrive by:

- Connecting audiences to the widest choice of British and World cinema
- Preserving and restoring the most significant film collection in the world for today and future generations
- Championing emerging and world class film makers in the UK
- Investing in creative, distinctive and entertaining work
- Promoting British film and talent to the world
- Growing the next generation of film makers and audiences