**PRESS RELEASE | FOR IMMEDIATE RELEASE**

**EUROPE-ASIA CO-PRODUCTIONS TAKE CENTER STAGE:**

**THE MARCHÉ DU FILM LAUNCHES ALL-NEW**

**“SPOTLIGHT ASIA” PROGRAM**

THE MARCHÉ’S FIRST-EVER INTERCONTINENTAL INITIATIVE AIMS TO FOSTER FRUITFUL FILM COLLABORATIONS BETWEEN EUROPE AND ASIA

*Paris – 25 April 2023*

The **Marché du Film**, in partnership with **Ties That Bind** (organised by Fondo Audiovisivo FVG, EAVE, Far East Film Festival, TAICCA) and **Focus Asia**, is launching a new international initiative in Cannes titled **Spotlight Asia**. The program aims to foster more film collaborations between Asia and Europe and will welcome professionals from both continents looking to build and boost their industry networks and creative connections.

The first-ever dynamic program will feature several roundtable discussions, short presentations and networking events throughout the 2023 Marché du Film, taking place in Cannes from 16-24 May.

The collaborative events will zoom in on everything potential co-producers from Europe and Asia need to know to navigate the different levels of working together across all formats, from fiction to animation.

This is especially important given that since the pandemic, film professionals from Asian countries are returning – and in big numbers – to the Marché du Film. The number of participants from Japan, Indonesia and Malaysia has already doubled and there are five times more registered participants from Taiwan.

Celebrating this triumphant return in Cannes, the Marché du Film hopes that this new Spotlight Asia program will provide the needed solutions to make the co-production process between Asia and Europe as seamless as possible, from introducing existing funding opportunities to helping navigate each country’s specific laws and production functionalities. It will also be the first time that the Marché du Film welcomes international film fund representatives to gather in the same room and guide producers through their different funding systems.

*“We strongly believe the launch of this program is both timely and crucial to foster future co-productions between Asia and Europe and we are so happy to launch it in collaboration with our partners from Ties That Bind. We are delighted to receive such support and enthusiasm for this initiative from these international film funds who are so instrumental in the co-production process between these two thriving continents.” –* **Guillaume Esmiol, Executive Director of the Marché du Film**

“*We are thrilled to launch in partnership with Marché du Film the first edition of Spotlight Asia. Spotlight Asia highlights the creative and business possibilities between Asia & Europe and reflects the newly extended scope of Ties That Bind as a unique 360° Europe-Asia hub for professionals across the value chain.” –* **Kristina Trapp, CEO of EAVE**

**Spotlight Asia** is supported by the British Film Institute (BFI), the Canada Media Fund, the Center Val de Loire Ciclic, the Film Development Council of the Philippines (FDCP), Finas, the Institute of Cinematography and Audiovisual Arts (ICAA) / Spain AVS Bureau (ICEX), the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia, the Netherlands Film Fund, the Norwegian Film Institute (NFI), the Polish Film Institute, Taiwan Creative Content Agency (TAICCA) and VIPO | Visual Industry Promotion Organization.

*The 2023 Spotlight Asia program will include the following events and will be open to those with a Marché du Film badge or per pre-registration:*

**SATURDAY 20 MAY**

***Post-Pandemic Shifts & Changes in Audiences and Industry Dynamics in Key Asian Markets***

**Panel | 11:30-12:30, Palais Stage**

*A practical overview of current trends and new patterns observed in key Asian theatrical and secondary markets in discussion with European sales agents working and curating VOD platforms.*

***Roadmap to Asia-Europe Funding Landscape***

**Networking Event for Producers & Funds | 14:00-16:00, Producers Club**

*A brief introduction to international, national and regional funds that support Asian-European co-productions, followed by a series of roundtable discussions with 130 attending producers and fund representatives from both continents.*

***Spotlight Asia Happy Hour***

**Networking Cocktail | 17:00-19:00, Producers Club**

*Sponsored by Taiwan Creative Content Agency (TAICCA).*

**SUNDAY 21 MAY**

***Colorful Collaborations: Sketching New Exciting Possibilities for European-Asian Animation***

**Panel | 15:00-16:00, Main Stage**

*This panel discussion will zoom in on the untapped potential of Asian countries offering co-financing opportunities for European animated films and how to act on it to bring the best of both worlds together for amazing Asian-European animation projects moving forward.*

**About Marché du Film – Festival de Cannes**

TheMarché du Film, the business wing of the Festival de Cannes, is the largest international gathering of professionals in the film industry. As the key stepping stone in the creation, production and distribution of films around the world, the Marché is proud to bring together over 12,500 industry professionals (including producers, distributors, festival representatives, film institutions, buyers and financiers) from over 120 countries to meet, share ideas & projects, and make deals in one unique setting.

*Website:* [*www.marchedufilm.com*](http://www.marchedufilm.com)

**About Ties That Bind & Focus Asia**

Ties That Bind is the Europe-Asia Hub for all film professionals who wish to develop long-lasting industry connections between Europe and Asia. Run by the FVG Audiovisual Fund, EAVE, Far East Film Festival and TAICCA, TTB includes a Co-Production Workshop as well as the new Distribution, Sales & Animation Labs. Focus Asia is a unique market bringing together 200 professionals & key players from Asia and Europe.

*Website:* [*www.tiesthatbind.eu*](http://www.tiesthatbind.eu)