



## Market

Sarajevo Film Festival (SFF) is an international film festival focusing in particular on the region of Southeast Europe. The high-quality film selection, an educational platform for young filmmakers and the presence of the international film industry, film authors and media representatives, along with more than 100,000 visitors, confirm the status of SFF as the leading film festival in the region, as acknowledged both by the industry professionals and by the audience.

Various Festival programmes encompass a considerable market, i.e. consumers, including visitors (moviegoers of all ages, students, film makers, journalists, critics and all other film lovers), industry professionals (authors, producers, distributors, representatives of film funds, directors of film festivals, TV companies that purchase and finance films), Festival guests (regional, international), as well as Festival partners and sponsors.

## Achievements

SFF earned the epithet of the largest and most influential festival in the region. It is accredited by the FIAPF association (International Association of Film Producers) as a Competition Festival - specialised programme.

Its high-quality programmes, a strong industry segment (CineLink), an educational platform for young filmmakers (Sarajevo Talent Campus and Sarajevo City of Film), together with high attendance of film industry representatives, authors and media from the entire world and 100,000 visitors, are indicators that confirm the status of the Festival, acknowledged and recognised by both the professionals and the audience.

Thus conceived, the Festival serves as a catalyst for cooperation within the region and for links with partners worldwide, and it represents the most important platform for film business development in BiH and the region. At the same time SFF offers new standards in festival organisation and film presentation.

The following numbers and facts best illustrate the relevance of SFF:

The 15<sup>th</sup> SFF: more than 100,000 visitors, more than 2,000 accredited guests from 50 countries, 750 media representatives from 35 countries, 232 screened films from 53 countries, 13 programmes at 10 festival locations, more than 650 employees and 150 volunteers from across the world and 52,000 individual visits to the Festival website during the nine festival days.

The Heart of Sarajevo Award for Best Film, Best Actor and Best Actress carries an exceptional value today, and helps in promoting films and film authors.

CineLink - the SFF co-production market is ranked among the 13 most successful film co-production markets in the world and the only one from Central and Southeast Europe to be included in the prestigious selection of the influential film magazine Screen International. CineLink has



grown into an important factor for development of film business for co-production projects and for connecting regional producers and authors with industry professionals from Europe.

## History

The first SFF was held in October 1995 and it presented 37 films from 15 countries. Every year since then, the Festival has continued to grow and improve its quality.

The programmes changed over time - the Competition Programme (feature films and documentaries from Central and Southeast Europe) was first presented as such in 2003, at the 9<sup>th</sup> SFF.

The CineLink co-production market was also introduced in 2003, as a project that brought together film authors from BiH, Croatia, Serbia and Montenegro and various producers and investors.

In 2009 CineLink welcomed participants from 32 countries.

## Product

In order for a film festival to align itself with the most prestigious world film festivals, it is important to encompass three relevant segments of film art and industry, which will satisfy the needs of local, regional and world film professionals and audiences.

The three segments of SFF include the film selection in 13 different programmes, the industry segment (CineLink) and the educational

project (Sarajevo Talent Campus and Sarajevo City of Film).

SFF offers a platform to the entire region, placing talents and projects from Southeast Europe in the centre of its attention.

Through its educational programme, Sarajevo Talent Campus, the Festival offers education possibilities to young filmmakers, acting, direction and production students and young screenwriters.

The Sarajevo City of Film project is a logical continuation of other Festival activities and it connects the two orientations: education, i.e. training (Sarajevo Talent Campus) and film industry (CineLink). Sarajevo City of Film is a project aiming to support the development of the "young" film scene, based on talent, knowledge, organisation and a recognisable brand - the Sarajevo Film Festival.

For representatives of the world film industry, SFF offers access to new projects, ideas and talents from the region. During the nine festival days, SFF changes the atmosphere of the city and offers a unique festival experience for both its visitors and film professionals. A positive image of Sarajevo in numerous regional and world media outlets is one of the greatest achievements of SFF.

## Recent Developments

By placing the region in its focus, SFF created a unique meeting place for regional and international film industries and initiated the establishment of a platform for promotion of often neglected, talented authors and projects from this





part of the world, now more visibly present and successful at world festivals. The Competition Programme developed gradually, and it now includes cinematographers from Albania, Austria, BH, Bulgaria, Montenegro, Greece, Croatia, Cyprus, Hungary, Malta, Macedonia, Romania, Slovenia, Serbia, Turkey and UNMI Kosovo.

The SFF CineLink co-production market is an event not to be missed by all film professionals and it is one of the most important film markets in the film industry world - selecting, developing, promoting and rewarding the best projects in the region.

In 2009 CineLink attracted 70 projects from 14 countries of Southeast Europe, and the best 19 were selected on the basis of their artistic and overall potential for international financing and distribution. Of these 19 projects, seven were presented to CineLink+ selection, and one of the seven projects became the bearer of a new initiative called CineLink Guest. This initiative enables an excellent project from a country outside the region of Southeast Europe to be presented at the CineLink market.

In order to facilitate the production process, subsequent festival presence and international distribution, a new programme launched in 2008 - CineLink Work in Progress, which promotes the best regional films in the post-production phase. In cooperation with the The Post Republic posts-production company, a post-production services award was granted to the best regional film project.

As part of CineLink, a new project called Regional Forum was first launched in 2009, organised in cooperation with Screen International, one of the leading global magazines for the film industry.

Regional Forum, conceived as a platform offering a discussion framework for relevant national and regional film organisations and professionals from Southeast Europe, also encourages the harmonisation of national film policies and offers a possibility for exchange of good ideas and practices. More than 100 most important leaders of the regional film industry participated in the work of the Forum.

After this successful round up of programmes and the industry segment, the Festival made a step forward in defining its educational platform. In cooperation with the Berlin International Film Festival and the Berlinale Talent Campus, the Sarajevo Talent Campus was launched in 2007, as an intensive programme of lectures, workshops, discussions and screenings for young and talented directors, actors, producers and screenwriters from the region. The 2009 Sarajevo Talent Campus brought together 91 participants from 13 countries of the region, and 57 lecturers, world-renowned and acknowledged film professionals; a total of 66 lectures and workshops were organised.

As a logical extension of goals defined within the Sarajevo Talent Campus, the Sarajevo City of Film project was launched in 2008, initiated by the Federation BH Government and the Federal Ministry of Culture and Sports. The goal of the project is to test the knowledge and experiences gained by the participants of the Sarajevo Talent Campus through practical implementation, by making low-budget short films and stimulating cooperation among young authors whose work represents the future of regional filmmaking.

The first five films had their world premiere at the



14th SFF, and the following year, at the 15th SFF, five more were screened.

As of 2009, SFF and the Atlantic Grupa decided to join their forces in yet another form, through the project Sarajevo City of Film, whose main partner is the Atlantic Grupa company. Every year the Atlantic Grupa Award will be given to one of the directors-participants in this project.

In 2009, the Slovenian company "Svet Filma" (The Film World) provided the award in form of equipment for making the next film, provided to the author and winner of the Atlantic Grupa Award.

### Promotion

Throughout the year, SFF continues to work on its own promotion, but also on promoting BH cinematography in the region and internationally.

In addition to presence of SFF representatives at all important regional film festivals (as well as the leading festivals in Europe, such as Berlin and Cannes), special promotional events are organised each year, with the objective to, among other things, strengthen cooperation between regional cinematographers and film professionals, all with the aim of joint promotion within the European and international cultural context.

In 2009, representatives of the Sarajevo Talent Campus and Sarajevo City of Film held special promotions in the countries of Southeast Europe.

The contacts thus established have resulted in concrete cooperation with film festivals worldwide, such as: Berlinale Talent Campus, co-production network of the Cannes Film Festival, the Hubert Bals Fond, Rotterdam Film Festival, Tribeca Film Festival, as well as many other festivals and funds in Europe and worldwide.

The SFF award, the Heart of Sarajevo, is already an acknowledged value in the film industry and at the same time an ideal promotion for SFF and for regional authors.

In the course of the year, SFF also organises activities with sponsors, media sponsors and partners, aimed at mutual promotion. Business dinners with film professionals from the region, media representatives, sponsors, state institutions and special premiere screenings, to which sponsors as hosts invite their respective clients and partners, thus awarding them privileges that cannot be bought with money, are just some of the examples of what SFF offers to its sponsors and partners.

### Brand Values

SFF grew into one of the most recognisable projects coming from BH. The quality and reputation of the Festival have been developing for years and these efforts resulted in the creation of a clear and lasting identity of the Festival

that became interesting to film professionals, public and media alike: SFF became a regional leader in its domain; it constantly develops business relationships and partnerships with the largest world, regional and local companies, to mutual benefit. As far as the trademark value is concerned, it is best illustrated by the fact that many film lovers take their annual holidays during the SFF, as well as the fact that the Festival has become a regular meeting place for film professionals, audiences, and media and business partners.

Other important indicators of trademark value are the SFF sponsors. They are the largest and most prestigious world, regional and local companies that support the visionary and pioneering approach and understand that by supporting SFF their brands are placed in the spotlight of events of exceptional importance for the cultural life of the region.

As a vital part of the festival community, they want to reach local and international audiences that participate in creating market trends and influences.

Sponsors of many years, as well as new ones, recognised SFF as the leading cultural event in the region, and they enjoy privileges awarded by the Festival: they associate their brand with a prestigious international festival; they gain direct access to festival guests at festival locations and through festival communication channels; they develop and strengthen business relationships and friendships with other partners and Festival sponsors, thus optimising future relationship with them and the Festival; they gain Festival privileges for their clients and partners and become a part of the network that includes the leading representatives of business, film industry and other partners (state institutions, foundations, media, etc.), among other things.

[www.sff.ba](http://www.sff.ba)

### THINGS YOU DIDN'T KNOW ABOUT...

## Sarajevo Film Festival

What the local, regional and world film professionals said about SFF:

- "On my first day at the Sarajevo Film Festival, it jumped to the top of my list of best festivals in the world, right next to big names such as Cannes, Berlin, Toronto and Telluride. Out of the thousands of people attending a place like Cannes, there are only about 25 people I really need to see, people who can actually help me get a movie made. Amazingly, about 20 out of those 25 people are here at the Sarajevo Film Festival, a place where the atmosphere and organisation make it easy to meet comfortably and often." Jim Stark, producer, USA.
- "Thank you and your team once again for the fantastic journey. What a great last hurrah for 'The Wrestler'!" Darren Aronofsky, director, "The Wrestler".
- "I don't have enough words in English, French, Romanian or any other language to thank you and your amazing team for what you are doing for us... and I will keep saying, that nobody has done for me, for my career, for my films what you are doing for us now... hvala!" Ada Solomon, producer, Romania.
- "We want to congratulate you on a fantastic 15th Sarajevo Film Festival. The Festival has shown the highest level of professional film discourse, excellent films (strong focus on the Regional Programme, excellent films from across the world, hits), talents and film masters. Professionally, for us SFF is an important place where we work, meet colleagues and authors with whom we engage in important conversations, and from whom we learn a lot. For us as citizens of Sarajevo, this Festival demonstrates remarkable progress that gives people a vision of what a city can and should be like, and it gives a new positive energy to the entire region. Once again, our heartfelt congratulations, and we wish you a lot of success in future work." Jasmila Žbanić, director, and Damir Ibrahimović, producer.

