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## PRIMEXCHANGE 2010 – Call for Applications

Professional Training for Independent European and Indian Film Producers

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In order to initiate international market exchange and the exchange of ideas, PRIMEXCHANGE focuses on the field of project development. The professional training program offers a multi-dimensional and trans-national analysis of the project's potential for independent European and Indian film and TV producers. Each project will be evaluated comprehensively with respect to the fields of script analysis, market research, financing/funding, distribution, world sales and games/interactive media.

### How does it work?

The successful development of the individual projects as well as the networking between European and Indian participants and experts is the main focus of the workshop. The program combines workshop elements with lecture units and individual coaching sessions. Training and consulting in script development, market research, financing, distribution/world sales, and games/interactive media is provided by leading international experts from the film industry. Group and individual sessions with experts provide opportunities for interdisciplinary exchange as well as intensive working meetings.

### Target group

Independent European and Indian film producers or teams consisting of a producer and a screenwriter could apply with a concrete feature-length Film project in the stage of packaging. A maximum of 4 European and 4 Indian projects will be selected for participation in the workshop.

### Requirements

Minimum requirements are: script, synopsis, producer's note, detailed financing plan and a company profile (please use application form, [www.primehouse.eu/downloads](http://www.primehouse.eu/downloads))

### Workshop

PRIMEXCHANGE contains two labs which will take place in Warsaw, Poland and in the framework of the GOA FILM BAZAAR in India.

- The workshop starts with a first lab called **Warsaw Script meetings**, in Warsaw, Poland organized in cooperation with the Polish Filmmaker Association and the Polish Film Institute. The 4 day Lab is focusing on script-evaluation in order to define the transcontinental potential of the content.
- The second lab will take place in GOA, India, organized in cooperation with the National Film Development Corporation of India, NFDC. The 7 day lab is focusing on the evaluation and the presentation of the projects transnational market potential in order to find solutions how to implement co-operations and co-productions between India and Europe.

### Dates, venues and costs

- **Application Deadline September 20<sup>th</sup>, 2010**, (please find application form at [www.primehouse.eu/downloads](http://www.primehouse.eu/downloads))
- PRIMEXCHANGE will take place in **October 13<sup>th</sup> to 16<sup>th</sup> in Warsaw**, Poland and in **November 21<sup>st</sup> – 27<sup>th</sup>**, in the framework of FILM BAZAAR India, in the Marriott Hotel in GOA, India. (please find more information at [www.primehouse.eu](http://www.primehouse.eu)).
- No charge for participation.
- Except travel costs all **costs for accommodation** during the workshop are covered.

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