



CIIF MARKET 2021 OPENS CALL FOR ENTRIES

- The XVII edition of the Canary Islands International Film Market will be held loaded with great news in a hybrid format, both in person and online, on April 28, 29 and 30, 2021.
- A maximum of 12 European and/or international film and/or audiovisual projects will be selected to be presented in pitching sessions before national and international experts and will be eligible for outstanding awards aimed for international dissemination. Up to 3 Spanish literary works with possibilities of being adapted to audiovisual screens will participate also.
- CIIF Market has reached important collaboration agreements with MAFIZ (Malaga Festival Industry Zone) and CLAC (Canary Islands Audiovisual Cluster), thus continuing its goal of becoming a reference platform for the development of projects and the search for new talents within the film and audiovisual scenario.

Canary Islands International Film Market opens the call for entries for its XVII edition, that will take place from April 28 to 30, 2021 in Santa Cruz de Tenerife.

One of the most awaited events of the film and audiovisual scene in the Canary Islands is back, and with very important news. CIIF Market could not be held in 2020 due to the Covid-19 pandemic. The insecurity and restrictions constantly changing have forced to adapt the event to new circumstances and offer this year a hybrid format (face-to-face and virtual).

The audiovisual economic activity is currently considered an essential value. After the high consumption of the contents offered by the viewing platforms during the lockdown, and making the most of the use and evolution of new technologies it is necessary to continue producing new contents.

This is why CIIF Market is considered by the local and international industry as an strategic event within the Canary Islands audiovisual sector and abroad. An event aimed to attract producers, find new projects and offer the islands for filming and even more nowadays due to the increase in tax incentives, which is rising the possibilities of more projects to be produced in the Canary Islands.

The objective of CIIF Market is to create synergies between film production companies, TV networks, distributors, as well as, other industry agents to promote the coproduction of projects aimed for the European and international markets.

Likewise, its aim is to foster audiovisual creation and synergies between the film and publishing sectors. One of the good news for this edition is that for the first time Spanish literary works (not only from the Canary Islands) with possibilities of being adapted to different screens will be able to participate.



PITCHING SESSIONS, LECTURES, MEETINGS AND LOCATION TOURS

Amongst CIIF Market 2021 good news are the projects pitching sessions. Delegates will pitch to experts attending the market (if the development of the pandemic allows it) and via streaming to international experts, who will be able to connect live to follow the presentations and take part in the subsequent Q&A sessions.

Thus, producers, platforms, channels, distributors and festival programmers from other countries who will not be able to attend due to the situation, will actively participate virtually.

Participants will have a personalized agenda of meetings and activities with invited key producers and potential investors to coproduce their projects or adapt their literary works. Also, they will attend a series of conferences and lectures, either in person or online if strictly necessary for the evolution of the Covid.19 pandemic. Projects are also eligible for a series of awards aimed to access the international marketplace.

Finally, the programme also includes location tours to show the islands to new producers interested in filming in the Canary Islands and the use of technology to continue with their productions.

CIIF MARKET 2021 REQUIREMENTS

International and European Production Companies can enter their feature, documentary, TV movies & series film projects in development. The projects must have at least 20% of the budget already secured. Trans-media, cross-media and multi-platform projects that have as one of its main premises the cinematographic film are also accepted.

The call is open to Spanish literary works, fiction and non-fiction (novels, short stories, plays, essays, etc.), of all genres and sub-genres (drama, comedy, etc.) and aimed at all types of audiences (children, young people, adults).

CIIF MARKET will select a maximum of **12 projects and 3 literary works**. The main selection criteria will be based on the quality of projects aimed for the international marketplace, the talent of the directors or producers and the viability of the financing plan. It will be taken into account if it is the first time that the project is entered to a market; that the producer has at least partnered an international coproduction; the innovation in formats and the approach of new formulas of distribution and financing, as well as, previous works by the director and/or producer.

In the case of Spanish literary works, the quality, the talent of the authors and the feasibility of being adapted to film, television or digital platforms will also be taken into account.



NEW COLLABORATION AGREEMENTS

CIIF Market has reached a collaboration agreement with MAFIZ (Malaga Festival Industry Zone), by which two projects will be awarded with free accreditation to attend all the activities of the next edition of the industry area of the Malaga Film Festival.

On the other hand, Canary Islands International Film Market has also signed an agreement with CLAC (Canary Islands Audiovisual Cluster), through which the winning project of the last edition of the Canary Islands Film Accelerator program is automatically selected for the market. Thus, CIIF Market 2021 already has a participating feature film project, "**Pescadores del desierto**", produced by Siroco Factory and directed by Gran Canaria filmmaker Ayoze O'Shanahan.

CIIF MARKET AWARDS FOR INTERNATIONAL DISSEMINATION OF THE AUDIOVISUAL AND CINEMATOGRAPHIC PRODUCTIONS

CIIF Market 2021 adds two new awards this year, one created through the new collaboration agreement with MAFIZ, and a new one for the literary work with the greatest possibilities of being adapted, increasing to seven the number of awards (with eight winners) that will be granted to promote the development and internationalization of film productions:

CIIF Market Award to the project with the greatest international appeal, with a 1,200 euros grant to attend an international market of their choice.

Canary Islands Film Award to the best Canary project, which will award the winners with a travel bag to attend a key international market.

Filmarket Hub Award, consisting of one year free registration on this renown platform, thus facilitating access to the most important companies in the audiovisual sector and financing funds in search of projects.

Macaronesia Films Award to the project with international potential, consisting of financial and legal advisory services (project finance) regarding tax incentives in the Canary Islands.

Music Library & SFX Award, the winning project will have a flat rate limited to one free production, which will allow the synchronization of production music from the Music Library & SFX catalogs.

MAFIZ Award (Malaga Festival Industry Zone), two projects will be awarded with free accreditation to access the entire MAFIZ database, activities, key notes, lectures, events and masterclass.

Award for the Literary Work with the greatest potential and viability to be adapted to film, television or digital platforms.



ABOUT CIIF MARKET

CIIF MARKET was born 18 years ago with the objective of becoming a meeting point for European producers, distributors and investors, with the aim of promoting the international coproduction of feature films, documentaries and television series aimed for the global market.

Facts & figures of last editions guarantee its success: around 300 professionals, 150 companies and 90 projects from 15 countries; more than thirty feature films that began their journey at CIIF Market have been produced, with global investment figures exceeding 70 million euros.

The 17th edition of the Canary Islands International Film Market will continue to promote the audiovisual sector and will continue its path as an important network of contacts and a useful tool for participating projects, facilitating access to and knowledge of the different financing channels and the search for international coproducers, reinforcing networking among companies.

REGISTRATIONS DEADLINE

Production Companies/Producers and Editors/Authors interested in participating in the XVII edition of CANARY ISLANDS INTERNATIONAL FILM MARKET may enter their projects or literary works until **March 15, 2021**, through the online registration form available on the market website: www.ciifmarket.com

The registration form must include acceptance of the terms & regulations. In case necessary, participants are requested to provide links in order to allow the organization to download any additional audiovisual material. Audiovisual materials in physical storage formats are not allowed. If the files weight more than 6MB, these should be sent via we-transfer to the following email: production@ciifmarket.com.

The registration of projects and literary works is free of cost. The participation fee will only be paid if the project or literary work is selected for the 2021 edition of the market (see Terms & Regulations).

COVID-19 PANDEMIC CURRENT STATUS

The celebration of the market and any modification or implementation of new measures is subject to the evolution of the situation caused by the Covid-19 pandemic and the restrictions that the competent health authorities set for its management.

CIIF Market 2021 Organization is committed to carrying out all safety, health and security protocols imposed by governmental authorities and arising from the pandemic.



CIIF Market is organized by the company *Festeam, Comunicación y Eventos*, sponsored by the Government of the Canary Islands through *Canarias Cultura en Red* and *PROEXCA*; Tenerife Town Council through the *Tenerife Film Commission*; Santa Cruz de Tenerife Town Hall; Santa Cruz de Tenerife Development Society and Culture Council, with the collaboration of *Atresmedia Cine*, *Macaronesia Films*, *Filmarket Hub*, *MAFIZ (Málaga Festival Industry Zone)*, *CLAC (Canary Islands Audiovisual Cluster)*, *Music Library & SFX*, *Rahn Mercedes Benz*, *La Jefa Cerveza Artesana* and *ZEC (Canary Islands Special Zone)*.

Patrocina



Colabora

