



## **REGISTRATION OPEN FOR PROJECTS TO PARTICIPATE IN CIIF MARKET 2023**

**The 19th edition of the Canary Islands International Film Market will be held from June 12 to 16 in Santa Cruz de Tenerife.**

**Projects for fiction or documentary feature films, TV movies and TV series and miniseries (fiction or docuseries) in development and financing plan with at least 20% already secured.**

**A maximum of 12 projects will be selected to participate in the National and International Section and a maximum of 5 projects from the Canary Islands will be presented in the Focus Canarias Section.**

**Participants will have a personalized agenda of appointments and pitching sessions with film and audiovisual industry professionals and invited recipients to co-produce their projects. They will also have access to all market and networking activities and will be eligible for important prizes for their international promotion.**

Canary Islands International Film Market opens the registration period to participate in its 19th edition, which will take place from June 12 to 16, 2023 again at the Hotel Iberostar Heritage Grand Mencey in Santa Cruz de Tenerife.

CIIF Market, which has a long history being a reference in the Canary Islands film and audiovisual scene, is configured as a strategic event to attract producers and investment, find new projects and publicize the advantages offered by the islands for filming, with significant tax benefits.

CIIF Market seeks to contribute to the dynamization of the industry by attracting national and international companies and also to promote meetings with Canary Islands producers. Its objective is to create synergies between creative professionals, production



companies, television channels, distributors, sales agents and other professionals to promote film and audiovisual creation and encourage the co-production of projects destined for the European and international markets.

### **PITCHING SESSIONS, ONE-TO-ONE MEETINGS AND CONFERENCES**

CIIF Market will hold pitching sessions for the selected projects to be presented and evaluated by international producers, recipients, analysts and national experts.

Participants will also have the opportunity to have a personalized agenda of one-on-one meetings and activities with invited professionals and potential investors to co-produce their projects, as well as attend different conferences, colloquiums and other meetings. The selected projects will also be eligible for various prizes for their promotion abroad.

Finally, location tours will be conducted to showcase the islands to new producers interested in filming in the Canary Islands.

### **REQUIREMENTS FOR PARTICIPATION IN CIIF MARKET 2023**

To participate in CIIF Market 2023, projects of fiction or documentary feature films, tv movies and fiction or documentary series/miniseries in the development stage can register to seek financing, being necessary that the project has secured 20% of the total budget.

CIIF Market will select up to a maximum of 12 projects to participate in its National and International Section and up to a maximum of 5 Canarian projects to be presented in the Focus Canarias Section.

The fact that it is the first time the project is presented in a forum, that the production company has made at least one international co-production, the innovation in formats and the approach of new distribution and financing formulas, as well as previous works completed by the director and/or producer will be valued.

The final selection will seek a balance between commercial projects and others with greater creative risk. Projects must be recent and unpublished and must not have exhausted all possible sources of funding.



## **COLLABORATION AGREEMENTS**

CIIF Market maintains the regular collaboration agreements for another year with Filmarket Hub, Music Library & SFX, MAFIZ (Málaga Festival Industry Zone), PNR (Plataforma de Nuevos Realizadores) and CIMA Impulsa, a CIMA (Asociación de mujeres cineastas y de medios audiovisuales) program that promotes the development of projects written by female screenwriters to facilitate their access to the audiovisual industry.

On the other hand, Canary Islands International Film Market has also renewed the agreement with CLAC (Canary Islands Audiovisual Cluster), through which the winning project of the CIIF Market Award of the VI Canary Islands Film Accelerator is automatically selected for the market. Thus, CIIF Market 2023 already has a participating project: “Los Gunchis y la ciudad perdida”, produced by MGC Marketing Producción y Gestión Cultural and directed by Patrick Bencomo.

## **CIIF MARKET AWARDS FOR THE INTERNATIONAL PROMOTION OF FILM AND AUDIOVISUAL PRODUCTION**

CIIF Market 2023 will award six prizes to all participating projects to promote the development and internationalization of film and audiovisual production:

CIIF Market Santa Cruz de Tenerife Award to the project with the greatest international projection, with a cash prize to attend an international market of their choice.

Canary Islands Film Award to the best Canary Islands project, which will reward the winner with a travel bag to attend a sectorial market and international projection.

Cabildo de Tenerife Award to the project with the greatest European projection, with free accreditation to attend a European film and/or audiovisual market of their choice.

Filmarket Hub Award, with access to its online marketplace through an exclusive invitation to exhibit in its catalog for unlimited time for the designated project, within the curated industry area and including a script analysis of the project.



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 into the content of the project.

MAFIZ Award, Malaga Festival Industry Zone will award the Spanish project with the greatest co-production potential for its participation in the Spanish Copro Forum of MAFIZ 2024, the industry area of the Malaga Festival. This section includes personalized mentoring focused on the detection of potential co-producers, the preparation of lift pitch, and advice in terms of international distribution.

### **CIIF MARKET'S TRAJECTORY**

CIIF MARKET was born 20 years ago with the vocation of becoming a meeting point for producers, distributors and investors at a global level, with the aim of promoting the international co-production of fiction feature film projects, documentaries and television series destined for the global market.

In the sum of the last editions of the market, more than 300 professionals, 170 companies and more than 100 projects from 15 countries have participated. Some thirty feature films produced, with overall investment figures in excess of 70 million euros, which began their journey at CIIF Market, attest to its success.

The 19th edition from Canary Islands International Film Market will continue to contribute to the industrial fabric of the audiovisual sector and will continue its trajectory 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 co-producers, reinforcing networking among companies.

### **REGISTRATION DEADLINE**

Production companies and authors interested in participating in the 19th edition of the CANARY ISLANDS INTERNATIONAL FILM MARKET may send their projects until April 30, 2023, through the following form registration form available on the market's website: <https://ciifmarket.com/en/audiovisual-project/>



Registration is free of charge. The participation fee will only be paid if the project is selected. All the information in Bases and Calls for Proposals: [www.ciifmarket.com](http://www.ciifmarket.com)

CIIF Market is organized by Festeam Comunicación y Eventos S.L., and is sponsored by Cabildo de Tenerife; Government of the Canary Islands, through the Instituto Canario de Desarrollo Cultural, Canary Islands Film and PROEXCA; Tenerife Film Commission, with the support of Turismo de Tenerife; Santa Cruz de Tenerife City Council; Sociedad de Desarrollo de Santa Cruz de Tenerife; Clúster Audiovisual de Canarias; Macaronesia Films and Rahn Star.

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