

**Cannes International Film Festival
May 19, 2009**

Éva Vezér takes over Presidency – Claudia Landsberger stays on as Vice-President

New EFP President and Board of Directors elected

The members of **European Film Promotion (EFP)** today elected a new Board of Directors, including President and Vice-President at its General Assembly meeting at the Cannes International Film Festival. After 12 years, Claudia Landsberger, Managing Director of Holland Film, hands over the Presidency to Éva Vezér, General Manager at Magyar Filmunió, Hungary, and will stay on as EFP's Vice-President. The EFP members decided to extend the Board from six to seven members due to the continuous growth in EFP's membership. The term of office lasts for two years. EFP is financially supported by the **MEDIA** Programme of the European Union.



From left to right: EFP President Éva Vezér, EFP Managing Director Renate Rose, EFP Vice-President Claudia Landsberger (Photo: EFP/Kurt Krieger)

The members of the Board of Directors are

Éva Vezér (Magyar Filmunió, Hungary, General Manager) – EFP President
Claudia Landsberger (Holland Film, Managing Director) – EFP Vice President
Christian Dorsch (German Films, Managing Director)
Pilar Torre (ICAA, Spain, Deputy Director General for Film Promotion)
Simon Perry (CEO, Irish Film Board)
Christian Juhl Lemche (Danish Film Institute, Festival Manager Feature Films)
Jaana Puskala (Finnish Film Foundation, Head of International Promotion)

New representatives of the board are Christian Juhl Lemche and Jaana Puskala.

“After a period of 12 years as President it seems the right moment to hand over the position to another candidate” Claudia Landsberger observes. “When we started in 1997, we were only 10 countries and the initiative grew out of the necessity for the smaller countries to gain greater visibility. Together with Renate Rose and her team, we have started so many of our successful initiatives and activities, and I trust the new president Éva Vezér will put as much energy and inspiration into this fantastic and unique pan-European organisation. Staying on as Vice President, I think it will be easier for the new President to have some continuity in the board vis-a-vis our various partners.”

Éva Vezér is looking forward to her new office as the EFP President: *"To be the President of such a strong and stable international platform is a huge task and responsibility. I am, however, pleased to take over this responsibility because I strongly believe in the objectives and activity of EFP. I believe that, in our constantly changing audiovisual environment, the role of promotion and marketing of European films and talents has a real value and our films need continuous support to reach audiences all over the world. With the support of the absolutely professional colleagues of the member organisations and with the assistance of a very much experienced team, we will keep on working to strengthen our creative network to the benefit of the European cinema since our final aim is that quality works of European cinematography should attract an even wider public - not only in Europe but in all corners of the globe."*

Since the foundation of European Film Promotion in 1997, the number of members has increased from 10 to 29 export and promotion organisations from 30 countries. In recent years, it has mainly been film organisations from Eastern Europe which have been the ones joining EFP.

More information on European Film Promotion at www.efp-online.com.

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