

Competitiveness in the European film market.

20th anniversary of the Polish Film Institute

You are cordially invited to a workshop on the film and media industry entitled *Competitiveness in the European Film Market. 20th Anniversary of the Polish Film Institute*. The workshop aims to examine competitiveness in an institutional dimension, emphasizing the formation of film policy and the role of public institutions in supporting the film industry, with a particular focus on the Polish Film Institute (PISF) activities.

Description:

The workshop will address issues of film production financing, the impact of streaming platforms on the cinema market, the role of international co-productions and promotional and distribution strategies that can increase the global reach of Polish productions. The event will also provide an opportunity to summarize the activities of PISF to date and its impact on the competitiveness of Polish film in the international arena.

As part of PISF's 20th anniversary, audiovisual industry experts and film market researchers will discuss current challenges and opportunities for Polish cinematography in Europe.

The workshop is expected to answer the following questions: Can the Polish film industry be competitive in the European and international markets? What are the organizational and cultural conditions of the institutions that finance the film industry? How is the film industry supported by public institutions at the production, distribution and exposure level? What is the role of the PISF in raising the potential for international film promotion? What can we do to expose and intensify European cinema as a common good?

The event is part of the REBOOT (Reviving, Boosting, Optimizing, and Transforming European Film Competitiveness) project, funded by the European Commission under the Horizon Europe program. It is led by Katharine Sarikakis of the University of Vienna. More information about the project can be found at <https://thereboot-project.eu/>.

NOTE: To register for the workshop, please fill out the form below:

https://forms.office.com/Pages/ResponsePage.aspx?id=XbiVQipAFE6_TWBmHdXc4Rubr3M8SSZKINzGGm0OKFRURDNDQ0ZZNk4wRUhVSU5QNUpJS0RHQzk3QS4u

Organizers: Script Fiesta Festival, University of Warsaw, REBOOT project consortium.

Date: March 28, 2025, 13:00-15:00.

Place: Warsaw Film School, Cinema Room I

Gen. Zajączka 7, 01-518 Warsaw.

Workshop language: Polish

Workshop schedule:

13:00-14:00 Debate entitled Competitiveness in the European film market. The 20th anniversary of the National Film Institute; Moderator: Alicja Waszkiewicz-Raviv, University of Warsaw.

14:00-14:30 Questions from the audience

14:30-15:00 Networking and refreshments