

INTERNATIONAL FILM DISTRIBUTION SUMMIT



PRESS RELEASE

Innovative distribution strategies of the future: The agenda of the INTERNATIONAL FILM DISTRIBUTION SUMMIT 2025

Dear Colleagues,

the official agenda of the 4th edition of the **International Film Distribution Summit – IFDS** is set. The **IFDS** will take place from **September 30th to October 2nd 2025**. This year's **IFDS** will for the first time be held in Hamburg. Next to established programs like the innovative **Explorer Konferenz** and the international and national young talent initiatives **#ATELIER25** and **ENCOURAGE Film Talents** and **European Work in Progress (EWIP)**, the event will become part of the **FILMFEST HAMBURG INDUSTRY DAYS**, overseen by Fabian Massah. The **IFDS** is supported by **MOIN Filmförderung Hamburg Schleswig-Holstein**, **FFA – Filmförderungsanstalt** and **Creative Europe MEDIA**. It will be held in cooperation with **Filmfest Hamburg**. The **IFDS** will be supported furthermore by the industry event **European Work in Progress (EWIP)**, which will be held in Hamburg from **September 29th to October 1st 2025**.

With its focus on film distribution the **INTERNATIONAL FILM DISTRIBUTION SUMMIT (IFDS)** is a unique platform for film distributors from the entire world. The **IFDS** offers dialogue and networking opportunities specifically for film distributors to analyze the massive changes occurring in the global culture industry. Many keynotes, panels, master classes and informal talks enable the development of new and concrete visions how film distribution can meaningfully contribute to the preservice of a vivid culture of democracy.

This year's agenda:

IFDS x EWIP / Warm-Up / Tuesday, September 30th 2025

11:15 am - 12:00 pm *CinemaxX Dammtor, Dammtordamm 1, 20354 Hamburg*

Warm-Up Case Study I:

Best Practices – International Distribution & Marketing Strategies for European Arthouse Cinema illustrated via Creative Europe MEDIA funded film: OSLO STORIES

Moderation/Q&A: Sophie Stejskal (Filmladen, distributor, Austria)

Guests:

Maren Kroymann (m-appel, world sales, Germany)

Anne-Cécile Rolland (Pyramide Films, distributor, France)

Jelena Schryro & Julia Langhof (Alamode Film, distributor, Germany)

Anastasia Plazzotta, (Wanted, distributor, Italy)

In cooperation with Creative Europe Desks Germany and European Work in Progress Hamburg

IFDS / Wednesday, October 1st 2025

09:00 am *Mozartsäle, Moorweidenstraße 36, 20146 Hamburg*

MOINmosa

Industry reception hosted by FILMFEST HAMBURG INDUSTRY DAYS

10:30 am *CinemaxX Dammtor, Dammtordamm 1, 20354 Hamburg*

Opening of Accreditation desks IFDS

11:00 - 11:45 am Warm-Up Case Study II:

Marketing Strategies for European Arthouse Cinema illustrated via Creative Europe MEDIA funded film: FLOW

Moderation/Q&A: Sylvia Müller (Neue Visionen, distributor, Germany)

Guests:

Joseph Péry (Charades, world sales, France)

Gog Hakheyanyan (UFO Distribution, distributor, France)

Emily Meinke (MFA Film, distributor, Germany)

Beatrice Gulino (Teodora Film, distributor, Italy)

Karolina Sienkiewicz (So FILMS, distributor, Poland)

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12:00 - 12:15 pm **Official Opening IFDS**

12:15 - 01:00 pm **KEYNOTE #1**

Marcin Adamczak, CEO; Adrianna Woroch, Marketing Specialist (VELVET SPOON, distributor, Poland): **Marketing Strategies Outside the Box**

Moderation/Q&A: Ramona Sehr (The Playmaker, world sales, Germany)

01:00 - 01:45 pm **KEYNOTE #2**

Linda Fiolka, Head of Marketing; Eric Lehmann, Digital Marketing
(CONSTANTIN FILM, distributor, Germany): **Spotlight to Box Office:
Turning Attention into Ticket Sales**
Moderation/Q&A: Torsten Frehse (Neue Visionen, distributor, Germany)

01:45 - 02:30 pm Lunch Break (Snacks)

02:30 - 03:00 pm KEYNOTE #3
Florent Lamy, CEO (ELEV8ON, Talent Management, France): **Casting for
European vs. US Films: Strategic Approaches for Production and
Distribution**
Moderation/Q&A: Katharina Günther (PLAION PICTURES, distributor,
Germany)

In cooperation with the Explorer Konferenz

03:00 - 03:45 pm KEYNOTE #4
Geminiano Pineda, CEO (CINECANÍBAL, film producer and distributor,
Mexico): **The power of auteur cinema at the Latin American box office**
Moderation/Q&A: Priscilla Miranda (Fenix, distributor, Brazil)

03:45 - 04:15 pm Coffee Break

04:15 - 05:00 pm KEYNOTE #5
Bernd Zickert, General Manager; Nathalie Kaiser, Manager Statistics and
Research (COMSCORE, Media Analysis, Germany): **From intuition to
precision: Own your audience, a data-driven approach focusing on
survey results for SOUND OF FALLING**
Moderation/Q&A: Sophie Stejskal (Filmladen, distributor, Austria)

05:00 - 05:45 pm KEYNOTE #6
Juan Pablo Oviedo, founder (THE CONNECTOR, marketing agency, Spain):
Scrolling the Red Carpet: Reinventing Film PR in the Social Age
Moderation/Q&A: Daniel Melamed (New Cinema, distributor, Israel)

05:45 - 06:00 pm Coffee Break

06:00 - 06:15 pm **AWARD CEREMONY Best International Innovation Distribution Award**
Awardee: Yohann Comte, CHARADES (world sales, France)

06:15 - 07:00 pm MASTERCLASS
Yohann Comte, co-founder and chairman (CHARADES, world sales,
France): **Navigating European and US film financing models through the
lens of international sales**

07:15 pm *Grand Elysée, Rothenbaumchaussee 10, 20148 Hamburg*

Dinner

IFDS / Thursday, October 2nd 2025

CinemaxX Dammtor, Dammtordamm 1, 20354 Hamburg

09:30 - 10:15 am KEYNOTE #7
Hoàng Đình Vũ, Head of Digital (BHD, film producer and distributor, Vietnam): **How to buzz your Film Marketing with Social Media: A story from Vietnam**
Moderation/Q&A: Fabian Massah (Filmfest Hamburg, Germany)

10:15 - 10:45 am KEYNOTE #8
Rémi Tereskiewicz, CEO Data & Media (BETASERIES SAS, marketing consulting, France): **The Stats: Tracking Trends, Meaning & Marketing**
Moderation/Q&A: Fabian Massah (Filmfest Hamburg, Germany)

In cooperation with Explorer Konferenz

10:45 am **Official Ending of IFDS**

*The agenda will be continued as **Explorer Konferenz** in CinemaxX Dammtor.*

*Please find further information on the **Explorer Konferenz** detailed agenda here:
www.explorer-konferenz.de*

This year's **Best International Innovation Distribution Award** will be given to French world sales **CHARADES** and its co-founder and chairman Yohann Comte. The award ceremony will take place in Hamburg on **Wednesday, October 1st 2025**.

The **Best International Innovation Distribution Award** is sponsored by **Gruvi**, **usheru** and **Comscore**. The awardees in recent years were Elissa Federoff from US distributor NEON in 2022 and Enrique Costa, founder and CEO of Spanish ELASTICA FILMS in 2023 and Andrea Occhipinti, founder and CEO of Italian distributor LUCKY RED.

Representatives of many important European and international distributors, world sales and agencies develop trend-setting solutions at the **IFDS**, which convince mainly with their practicality. The **IFDS** differs from other industry events in its practice oriented exchange between colleagues who are directly involved in the day to day work of film distribution.

It is possible to get a joined accreditation for IFDS and EWIP. Participants of IFDS with Accreditation PLUS can furthermore attend screenings and industry events of Filmfest Hamburg depending on the availability of seats or tickets. For further info regarding the Filmfest Hamburg please visit their website.

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Best Regards
Sylvia Müller