



ANNECY 2012

Press release 9th June 2012

International Animation Film Festival 4th-9th June 2012
Mifa 6th-8th June 2012

Mifa 2012: A New Dimension!

Efficiency, expertise, and internationalisation have been the key words of this Mifa 2012 which ended on Friday 8th June.

Notably, this year saw an increase in attendance of 4% compared to 2011: 470 exhibiting companies (450 in 2011), 287 buyers, distributors, and investors (238 in 2011) and nearly 2,500 accreditation badge holders in total.

Also, the symbolic figure of 1,000 participating companies was reached for the first time. In fact, there were 1,053 companies who over the last three days took this opportunity to meet each other, finalise projects or deals, find funding, etc.

Mifa 2012 confirms the trend of the sector's continuing globalisation with 18 new countries, representing 63 nationalities, taking part in the Market (80 with the Festival).

More exhibitors, delegations, meetings, and an 18% increase in exhibition space: Mifa is more than ever the world-leading animation film industry market.

See you in 2013, from 12th to 14th June.

Contact : ■ Laurence Ythier, Head of Media Relations and Special Operations
laurenceythier@citia.org – www.annecy.org