**Public Call for Film Sales Support (FSS) at the Asian Contents & Film Market, Busan (11-14 October 2021).**  
   
**EFP** (European Film Promotion) is issuing a call for the submission of applications for **Film Sales Support (FSS)** for the upcoming **ONLINE** Asian Contents & Film Market.  
FSS is available for digital promotion and sales activities of recent European films to buyers and distributors of the respective region attending the market.  
   
**Who may submit?**  
European world sales companies registered in and validated by the [Participant Register](https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/participant-register) of the European Commission and approved by the respective European film promotion institute  
  
**What is covered by FSS?**  
Costs/investments for purely digital promotion and marketing campaigns  
   
**Which films are eligible?**  
Majority-produced European films with an origin of country which is part of Creative Europe Media  
Recent films which have an original copyright established in 2020/2021   
Fiction films, animation films and documentaries (feature length)  
  
**How much is available?**  
An investment of up to 50% of the total costs and up to EUR 5,000 per campaign

**Application deadline**  
Please submit applications via https://application.efp-online.com/   
**by 27 September 2021 at the latest**

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| Gender balance, diversity & inclusion and sustainability are important for EFP. Therefore, we appreciate and encourage promotion campaigns that respect the environment as well as the diversity of filmmakers. |

**Important Information**  
As EFP is still in the process of applying to Creative Europe MEDIA for FSS 2021/2022, individual grant confirmations and disbursements are subject to the signing of the contract between EFP and Creative Europe MEDIA at the end of 2021. This means that all costs part of the FSS application to EFP are undertaken at the world companies own risk with no claim to EFP should funding not become available from the European Commission.

**Support for films from Switzerland**

EFP additionally offers FSS for the promotion of films from Switzerland outside of Europe thanks to new international measures by the Federal Office of Culture, Media Desk Suisse and SWISS FILMS. This support has been confirmed and takes immediate effect.

**For further details and advice please contact**

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