



**COMMISSIONING EDITOR AND VP OF ORIGINAL PROGRAMMING FOR
HBO NORDIC TO HEADLINE STRATEGIC PARTNERS 2017
INTERNATIONAL CO-PRODUCTION MARKET**

*Nordic Region has become a co-production hotbed with hits such as this year's Cannes Palme D'Or winner, *The Square* (Ruben Östlund), *The Untamed* (Amat Escalante) and *Godless* (Ralitza Petrova)*

Halifax, Nova Scotia (June 26, 2017) - Kicking off its 2017 programming, Strategic Partners has announced Hanne Palmquist of HBO Nordic as an esteemed keynote speaker for this year's International Co-production Market, presented by FIN.

Entering its 20th year, Strategic Partners is an established project-driven market that arms delegates with the tools and contacts to look beyond the borders of their own country for financing and distribution, and bring their projects to fruition. This year's market, taking place September 14-16, will focus on dramatic feature film and TV fiction projects created for all platforms, and will conclude its two-year spotlight on the Nordic Region and the USA.

2016 marked the beginning of a two-year spotlight on the Nordic Region, and the Halifax based event welcomed some of the Nordic Region's top production companies including Space Rocket Nation (2013 Palme D'Or Nominee, *Only God Forgives*), M&M Productions (Oscar Winner, *The New Tenants*), and Fridthjof Film (*Valkyrien*).

A big driver for the recent success of the Nordic Film and TV industry is its ability to create content that transcends borders, a topic that is top of mind for all involved in the creation and distribution of both long and short form content across the globe.

"Global partnerships are increasingly important to ensure a high level of quality is delivered to a demanding and savvy audience," says **Hanne Palmquist, Commissioning Editor and VP of Original Programming, HBO Nordic**. "I've been told firsthand that Strategic Partners brings an intimate, curated group of individuals together in a way that will allow me to have meaningful conversations. I'm really looking forward to experiencing the event."

Spanning the earliest scenes out of Lars Von Trier's Denmark-based production/finance company Zentropa, to commissioning originals at HBO, Hanne will discuss how an entrepreneurial spirit and trust in talent hold the key to expanding the reach of any region's content onto the international map.

Held September 14-16 in Halifax, Strategic Partners is conveniently scheduled at the end of TIFF for a quick, hassle free and productive stop before the trip back home.

The market attracts over 180 key industry players, including producers, investors, sales agents, funding agencies, broadcasters and distributors from around the world.

A snapshot of confirmed investors, sales agents, broadcasters and distributors include: Gunpowder and Sky Distribution, Carnaby International, Bankside Films, Odin's Eye Entertainment, Endemol Shine International, Acorn TV, Vimeo, AMC/ Sundance TV, Denmark's DR Drama, Finland's YLE, Corus Ent., Bell Media, APTN and CBC. Many more to be announced in the coming months.

"The caliber of projects, delegates and speakers that attend Strategic Partners are uniquely curated," says **Laura Mackenzie, Program Manager of Strategic Partners**. "This, coupled with a program designed to provide unparalleled access to co-production possibilities creates the perfect storm of creative discussion that results in the successes we see year after year."

About Strategic Partners

Founded in 1998, and set against the backdrop of **FIN: Atlantic International Film Festival** in Halifax, **Strategic Partners** is a one-stop shop for feature and television fiction projects looking for partners. A global trendsetter, the event attracts producers whose projects reflect passionate, fresh and innovative storytelling - with the potential to travel across the globe. **Strategic Partners** provides a full agenda of 25-minute, pre-scheduled 1-2-1 meetings with investors, broadcasters, distributors, sales agents, participation in investor and co-production focused roundtable sessions, cutting-edge panels and visionary keynote speakers.

Strategic Partners is part of FIN, a year-round celebration growing beyond the eight-day Atlantic International Film Festival cornerstone event in September to include: ViewFinders: Atlantic Film Festival for Youth, the Outdoor Film Experience, Reel East Coast (REC) and **Strategic Partners**. Receive the most up-to-date information about Strategic Partners and FIN, including sneak peeks and festival highlights via:

Website: finfestival.ca/strategic-partners

Twitter: @SPcopromarket #SP2017

LinkedIn: [linkedin.com/company/aff-strategic-partners](https://www.linkedin.com/company/aff-strategic-partners)

Press Contact:

Milena D'Agoatino, Jive PR + Digital

milena@jivecommunications.ca | 647-202-4132