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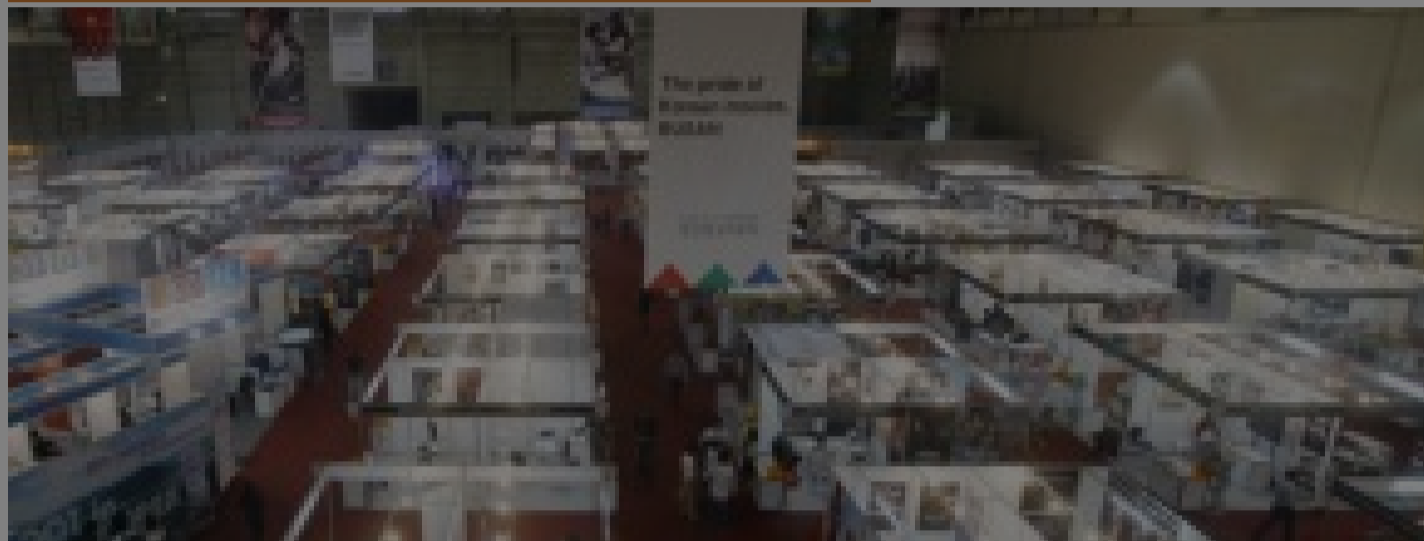
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The Asian Film Market of [Busan International Film Festival](#) signed MOU's with [Marché du Film](#) - the largest film market in the world that runs in conjunction with the Cannes Film Festival, and [UniFrance Films](#) - the largest organization in charge of distributing and promoting French Cinema, last week.

HUR Namsik, festival chairman of the Busan International Film Festival and LEE Yong-Kwan, festival director of the Busan International Film Festival met with Jérôme Paillard, director of Marché du Film and concluded the new MOU. The [Asian Film Market](#) of the Busan International Film Festival aims to globalize the Asian film industry based on the cooperative relationship established with Marché du Film. As part of the MOU, the Asia Film Market will collaborate and share its database with [cinando.com](#). The database site run by Cannes film festival is known to possess the strongest global film market network. Later, Busan International Film Festival reached an agreement with Antoine de Clermont-Tonnerre, president of UniFrance Films, to solidify the network between the film markets of the two countries. The Busan International Film Festival agreed to support UniFrance Films in finding a broader Asian audience for French cinema. French film distribution and sales companies affiliated with UniFrance Films will be encouraged to participate in the Asian Film Market and broaden their industry network.

[17<sup>th</sup> Busan International Film Festival](#) will be held from Thursday, October 4, 2012 to Saturday, October 13, 2012.

(via BIFF Press Release)

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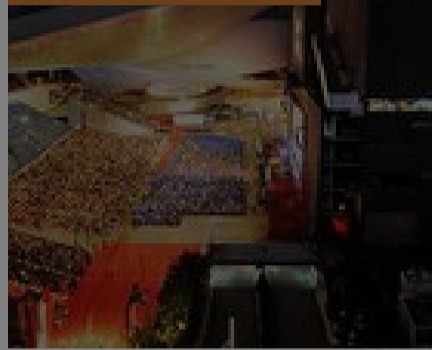


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