



EFM Toolbox Distribution Academy

Overview

A training and networking program
designed to establish and support film distribution companies
in African countries.

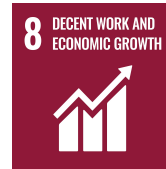
Launched in 2024 as AEDA - African-European Distribution Academy

Goals:

Increase **visibility** and local releases of African films.

Facilitate **networking & cooperation** between African and European film industries.

Expand the **distribution** of African films internationally.



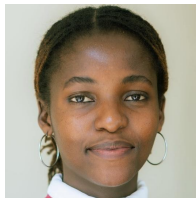
Webinars & Residency Training Elements

- Booking & Billing including Booking Systems, Distribution Software, Client Management
- Acquisition including Contract Negotiation and Closure, Budgeting & Funding, Licensing Accounting
- Audience Building, Target Audience Work
- Press Work & PR (Public Relations)
- Marketing including Social Media and Traditional Marketing
- Production of Marketing Materials like Trailers, Posters, Clips, Ads
- Production of Deliveries
- Festival Work
- Video & Streaming
- Non-Theatrical Distribution
- Worldwide Distribution

Participating Companies 2025

- Films Boutique
- Weltkino Filmverleih
- Neue Visionen Filmverleih
- Plaion Pictures
- Kinostar Filmverleih
- Farbfilm Verleih
- Piffel Medien
- Pluto Film
- mm Filmpresse
- Endorphine Production
- Movimiento Cinema
- Greta & Starks App
- Zentralstudios Potsdamer Platz
- European Film Market
- Explorer Konferenz
- EWIP- European Work in Progress
- IFDS - Int'l Film Distribution Summit
- Filmfest Hamburg Industry Days
- DOKLeipzig
- Vision Kino
- German Films
- KurzfilmAgentur

Residency 2025 Participants



Everbright Everready

Tanzania



Inès Girihirwe

Rwanda



Ivy Muiruri

Kenya



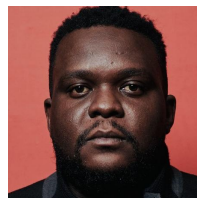
Julie Nguyo

Kenya



Kelvin Osoo

Kenya



Daniel Semulema Katenda

Uganda

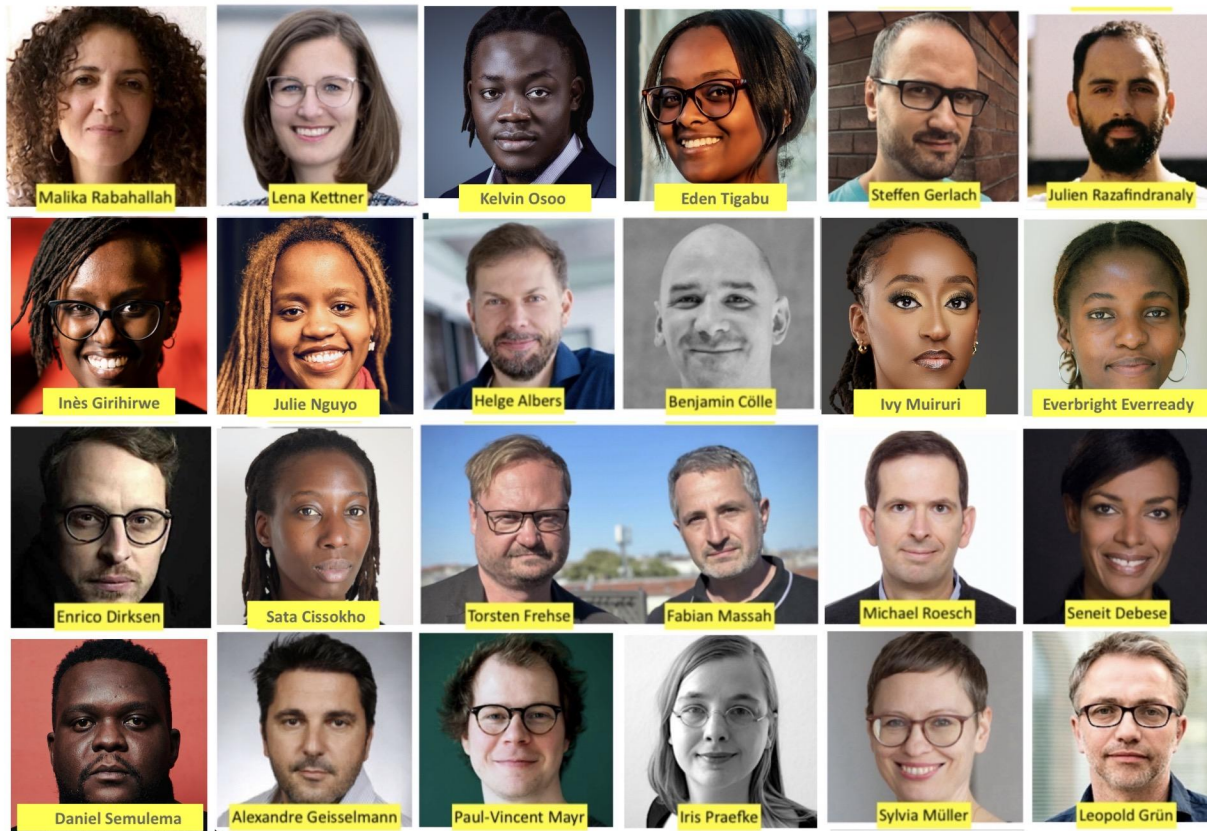


Eden Tigabu Gebru

Ethiopia



Residency Participants & Experts 2025



and many more...

Partners 2025

- EFM European Film Market
- Medienboard Berlin-Brandenburg
- MOIN Filmförderung Hamburg Schleswig-Holstei
- Filmfest Hamburg
- EWIP - European Work In Progress
- IFDS - International Film Distribution Summit
- DOK Leipzig
- Explorer Konferenz
- Zentralstudios am Potsdamer Platz
- giz – Gesellschaft für Internationale Zusammenarbeit
- Goethe-Institut Addis Abeba

Perspectives

- Film Distribution Incubator Award
- EFM Toolbox Distribution Academy Alumni Networking Platform
- more countries to join

Thank you!

contacts:

Sata Cissokho, European Film Market
Torsten Frehse, Neue Visionen Filmverleih
Fabian Massah, Endorphine Production
info@fusionfilmforum.de

Follow the EFM Toolbox Distribution Academy on [LinkedIn](#)

