



PRESS RELEASE n° 20/2017

The 22nd CINERAIL, International Railway Corporate Film Competition, will be held from 27 – 29 November 2017 in Lisbon

Register your recent film and audio-visual productions!

(Paris, 18 July 2017) The 22nd edition of the CINERAIL International Railway Corporate Film Competition will be held from 27 – 29 November 2017 in Lisbon, Portugal, at the Sao Jorge Cinema.

This railway film festival, which constitutes a reference for discovering new railway films at global level, is jointly organised by UIC, the worldwide railway organisation, and the Portuguese rail sector in close cooperation with the CINERAIL association, UIC Members, and a number of external partners, in particular UITP, the worldwide association of public transport, EGEAC – cultural action of the Municipality of Lisbon – Turismo de Lisboa,...

The International Railway Corporate Film Competition

The CINERAIL Corporate Film Competition provides a unique opportunity to present professionals (from the railways and public transport sphere and from the film production and communication sectors) as well as the public at large, with a selection of best films and audio-visual content commissioned by railway companies, industries, the public transport sector and institutions involved in transport matters.

It provides an overview of the quality and excellence of film productions dealing with rail transport issues in different parts of the world.

An international jury will have the task of evaluating the quality and effectiveness of the films and audio-visual content presented and deciding on the CINERAIL awards.

CINERAIL can definitively be considered as a showcase for the value and quality of the communications policy of UIC Member railways and all actors involved in the rail sector in all parts of the world.

Film registration is open! Do not miss the deadline of 31 August 2017!

UIC Member railways as well as public transport companies, railway manufacturers, organisations and institutions involved in the transport sector, are cordially invited to register their latest films and audio-visual productions (production in the period 2015-2017) in using the attached Registration Form.

Film productions with the following objectives are particularly welcome:

- Corporate communications, promotion of railway and public transport in general*
- Rail as sustainable transport, lobbying campaigns on sustainability, climate change*
- Security and safety (including risks at level crossings, education of population, children, on risks)*
- Publicity, advertising (TV, internet...)*
- Innovative services for Passengers and Freight*
- Internal communication (training of staff in all disciplines)*
- Historic heritage of railways*

Technical specification for transmission of the film and audio-visual material (details on commissioning company, producer, film director, format, sound system and language, existence of English-subtitled version, authorisation for screening in a public cinema,..) are specified in the Registration Form.

The language of the CINERAIL International Railway Corporate Film Competition in Lisbon will be English. International films will be presented with English subtitles.

Registration of films is free of charge.

Registration form:

http://uic.org/com/IMG/pdf/cinerail_registration_form.pdf

CONTACTS:

For further information please contact UIC at the following address: cinerail@uic.org