The 10th European Film Festival in Argentina officially opened on 28 May 2013 at the Alliance Française premises in Buenos Aires. The event was attended by numerous guests from the diplomatic corps and the world of film and arts.

The Festival was opened by EU Head of Delegation Ambassador A. Diez Torres who reflected on the 10-year-long tradition of showing European films in Argentina and drew attention to the Serbian film which was also shown at the Festival and saluted Serbian Ambassador to Argentina Gordana Vidovic who was also present at the opening.

Serbian film "Love and Other Crimes" was shown at the Alliance Française on 29 May and will also be shown at the Italian Cultural Centre on 31 May 2013.