



A European Network

PRESS RELEASE - 20 May 2005

**Capital Regions for Cinema (C.R.C.): a European network
Presentation of the Initiative in Cannes / Organization of Networking Events**

Cannes – During the Cannes Film Festival (11-22 May 2005) the newly formed Capital Regions for Cinema (C.R.C) will be unveiled at the Kodak pavilion on 13 May 2005. The goal of the network is to pool the enormous creative potential of European capitals and to foster the environment for cooperation and coproduction. Agreements along these lines have already been signed between film and media institutions in four European capital regions: Commission du Film d'Ile de France, Lazio Film Commission (Italy), Madrid Film Commission and Medienboard Berlin-Brandenburg GmbH.

The network intends to promote, position and portray the special global attraction of the innovative genius of Europe's capitals. Culture, creativity and economic power can meet and mingle. This mix is the key to Europe's vitality. The coalition of European capitals forms a package with a strong presence and impact also on the international market. C.R.C. is organizing four networking events at Cannes to familiarize producers, distributors and investors with possible coproduction and cooperation partners in the other participating regions:

- 16 May 2005, from 9.30 a.m.: France-Germany, Ile de France stand
- 17 May 2005, from 10:30 a.m.: Italy-France, Ile de France stand
- 18 May 2005, from 9:30 a.m.: Spain-France, Ile de France stand
- 19 May 2005, from 10:30 a.m.: Italy-Spain, Space "Italia a Cannes 2005" – Noga Hilton - Salon Croisette

The new network is designed to support and bolster cooperation between European producers. A primary feature is the exchange of services and resources of every kind to improve shooting conditions: location scouting, selection of onsite service providers, renting of material, accommodation of crews and accomplishment of administrative tasks. It will do more than optimize production conditions, another objective is to promote project distribution and circulation. Other agreements involve industry information on operating systems and production procedures in partner countries, with an emphasis on coproduction potential, legal frameworks and financing opportunities. The alliance will also foster an exchange of professionals and technicians for coproduction projects.

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